24064

NATIONAL LIBRARY
OTTAWA

CANADA

BIBLIOTHÈQUE NATIONALE
OTTAWA

NAME OF AUTHOR...JOHN JAMES JACKSON.......

TITLE OF THESIS."DIFFUSION OF AN INNOVATION: AN EXPLORATORY STUDY OF THE CONSEQUENCES OF SPORT PARTICIPATION CANADA'S CAMPAIGN AT SASKATOON, 1971-1974."

UNIVERSITY..OF ALBERTA..............................

DEGREE FOR WHICH THESIS WAS PRESENTED..Ph.D...............

YEAR THIS DEGREE GRANTED.....1975.........................

Permission is hereby granted to THE NATIONAL LIBRARY OF CANADA to microfilm this thesis and to lend or sell copies of the film.

The author reserves other publication rights, and neither the thesis nor extensive extracts from it may be printed or otherwise reproduced without the author's written permission.

(Signed)....JJackson..............

PERMANENT ADDRESS:

Dept. of Physical Education
University of Alberta
Edmonton.........

DATED..December 10 1974

NL-91 (10-68)

THE UNIVERSITY OF ALBERTA

DIFFUSION OF AN INNOVATION: AN EXPLORATORY STUDY OF THE CONSEQUENCES OF SPORT PARTICIPATION CANADA'S CAMPAIGN AT SASKATOON, 1971 - 1974

by

© JOHN JAMES JACKSON

A THESIS

SUBMITTED TO THE FACULTY OF GRADUATE STUDIES AND RESEARCH

IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE DEGREE

OF DOCTOR OF PHILOSOPHY

DEPARTMENT OF PHYSICAL EDUCATION

EDMONTON, ALBERTA

SPRING, 1975

THE UNIVERSITY OF ALBERTA

FACULTY OF GRADUATE STUDIES AND RESEARCH

The undersigned certify that they have read, and recommend to the Faculty of Graduate Studies and Research for acceptance, a thesis entitled "Diffusion Of An Innovation: An Exploratory Study Of The Consequences Of Sport Participation Canada's Campaign At Saskatoon, 1971 - 1974," submitted by John James Jackson in partial fulfilment of the requirements for the degree of Doctor of Philosophy.

H. J. McLachl...
Supervisor

M. L. Van Vliet

Chester S. Bumberger

R. S. Heron

T. A. Scott

R. E. Wilkinson
External Examiner

Date December 10, 1974

ABSTRACT

The consequences of Sport Participation Canada's campaign at Saskatoon, Saskatchewan, which took place between September, 1971 and July, 1974 were investigated--especially the consequences of adopting the innovation "Sport For All" but, additionally, the more general consequences manifested by, and caused by, Participaction Saskatoon. Inherent in the consequences of adoption were the adopters' perceptions of the innovation which were considered particularly important.

Rogers' and Shoemaker's (1971) diffusion of innovations model was used as a suitable framework for describing the sociological phenomena which were being observed. It was intended to contribute to international understanding of how to induce "Sport For All" by describing the consequences produced by a Sport Participation Canada *type* campaign so that future campaign administrators would be in a better position to predict consequences and, therefore, plan better programmes.

The data were gathered by means of a structured interview-questionnaire and by unobtrusive measures. Four hundred adults were subjected to the structured interview-questionnaire after being selected as an unrestricted random sampling of the total Saskatoon population (confidence level:

95 percent). The unobtrusive measures were taken by interviewing, by observing, by correspondence, and by researching in newspaper files.

About 94 percent of the Saskatoon population were aware of Sport Participation Canada's campaign and 16 percent adopted regular recreative physical activity, as a consequence, to complement the 25 percent of prior adopters. Most new adopters adopted for health reasons and very few did so for social reasons.

Chi-square tests were conducted to test for possible inter-relationships between the subjects' ages, sexes, occupational classes and other adoption variables. Some significant relationships were discovered. The majority of adopters regarded the innovation as functional, direct, and manifest though a small number of dysfunctional, indirect, and latent consequences were indicated. Nevertheless, the majority of the population did not exercise and that was seen as a problem whose cause needed to be understood by administrators if they were to improve the situation.

After presenting some socio-psychological reasons for adults' lack of participation in recreative physical activities, recommendations were made suggesting: early school physical educational experiences should be positive; "lifetime" sports should be taught which offered lasting arousal; Participaction Saskatoon *type* committees should have enhanced scope; sports clubs should be encouraged, to allow mutual escalation of complex and varied individual interaction; diffusion research findings should be continuously used; and monitoring of this study's adopted recommendations should begin.

ACKNOWLEDGEMENTS

The writer acknowledges with thanks the valuable assistance and advice given to him by his thesis committee members: Dr. M. L. Van Vliet, Dr. C. S. Bumbarger, Dr. R. P. Heron, and Dr. H. A. Scott. Particular gratitude is extended to the committee chairman, Dr. H. J. McLachlin, for his wise guidance, cheerfulness, and constant encouragement.

Many others assisted the study and all help is appreciated--particularly that of Mr. D. Precht (Computing Services), Mr. C. Garvie (Participaction Saskatoon), Mrs. J. Moore (Saskatoon Star-Phoenix), Dr. H. R. Nixon (University of Saskatchewan), and Mrs. M. Wahl (typist).

The financial support contributed by a University of Alberta Dissertation Fellowship enhanced the completion of the study as did the unwavering support of the writer's wife and children.

TABLE OF CONTENTS

CHAPTER PAGE

I THE PROBLEM 1

Introduction 1

The Problem 7

Delimitations 12

Limitations 13

Definitions of Terms 14

Summary 17

II REVIEW OF THE LITERATURE 18

Introduction 18

Worldwide Interest In "Sport For All" Campaigns 19

Sport Participation Canada 21

Participaction Saskatoon 26

The Need For "Sport For All" Campaign Consequence Studies 27

Diffusion Research Traditions 28

Rogers' and Shoemaker's Synthesis 32

Consequences Studies 33

Communication 35

Summary and Significance of the Study . . . 36

Significance of the Study 37

III METHODS AND PROCEDURES 38

Introduction 38

CHAPTER PAGE

Sample Size 39

Area Sampling 40

The Instrument 42

The Questions 43

The Pilot Study 48

Collection of the Data 49

Analysis of the Data 51

Overall Analysis 51

Computer Analysis 53

IV RESULTS AND DISCUSSION 54

Introduction 54

Structured Interview-Questionnaire Findings 54

Sample Characteristics 54

Question 1 56

Question 2 58

Question 3 61

Question 4 67

Question 5 67

Question 6 67

Question 7 68

Question 8 74

Question 9 74

Question 10 74

Question 11 79

Unobtrusive Measures' Findings 80

CHAPTER PAGE

Preamble 80

Participaction Saskatoon 82

Newspaper Coverage of Participaction Saskatoon 84

Television and Radio Promotion 94

Saskatoon City Council 95

Young Men's Christian Association 98

Young Women's Christian Association . . . 100

Formal Educational Services 101

Sports Clubs and Sporting Organizations . 103

Stores 103

Health Studio 109

Other Consequences 109

Saskatoon Physical Fitness Testing Project 113

S.P.C.'s Marketing Surveys at Saskatoon . 115

V SUMMARY, CONCLUSIONS AND RECOMMENDATIONS . . . 116

Summary 116

Introduction 116

Methodology 118

Findings 120

Conclusions 124

Conclusions From The Structured Interview-Questionnaire and Unobtrusive Measures' Findings 124

Conclusions Within Rogers' And Shoemaker's Model 127

Overall General Conclusion 131

CHAPTER PAGE

Recommendations 131

Preamble 131

Recommendations Regarding The Present Adult Population 135

Recommendations Regarding School Age Children 139

Recommendations For Further Study 141

Epilogue 142

BIBLIOGRAPHY 143

APPENDICES 154

APPENDIX A: WHAT IS SPORT FOR ALL? 155

APPENDIX B: TRIM IN NORWAY 162

APPENDIX C: PARTICIPATION IN CANADA 173

APPENDIX D: PARTICIPACTION SASKATOON 183

APPENDIX E: NEWSPAPER COVERAGE 203

APPENDIX F: TELEVISION COVERAGE 214

APPENDIX G: RELATED SURVEYS 225

APPENDIX H: INTRODUCTORY LETTER, QUESTIONNAIRE, OCCUPATIONAL CLASS SCALE 266

APPENDIX I: CHI-SQUARES AND RAW DATA 280

LIST OF TABLES

TABLE PAGE

1. Frequency Distribution, According to Occupational Classes, of Male and Female Subjects 57
2. Distribution of Adopters According to Sexes and Reasons for Adoption 69
3. Distribution, According to Age Ranges, of Reasons for Adoption 70
4. Distribution, According to Occupational Classes, of Reasons for Adoption 71
5. Distribution, According to Sexes, of the Physical Activities Participated in by the Adopters 72
6. Distribution, According to the Adopters' Sexes, of Physical Activity Venues 75
7. Distribution, According to the Adopters' Sexes, of the Frequency of Physical Activity 76
8. Distribution of "Other" Desirable Consequences 77
9. Chi-Square Tests' Probabilities When Sexes, Ages, and Occupational Classes Were Related to Questions 10(a) to 10(i) 78
10. Chi-Square Tests' Probabilities When Sexes, Ages, and Occupational Classes Were Related to Questions 11(a) to 11(h) 81
11. Saskatoon Municipal Golf Courses' Attendances 95
12. Attendances at Saskatoon Y.M.C.A. Men's Fitness Classes: 1971-1973. 97
13. Attendances at Saskatoon Y.W.C.A.: 1972-1973 99
14. Participaction's Influence on Participating Levels in Saskatoon Sports Clubs and Sports Organizations 102

TABLE PAGE

15. Participaction's Influence on the Sales Of Sporting Goods at Some Saskatoon Stores . . . 108

16. A Record of Participaction Saskatoon's Newspaper Coverage in the Saskatoon Star-Phoenix: 1971-1974 204

17. Raw Chi-Squares and Degrees of Freedom of Reported Probabilities 281

18. Raw Data of the Structured Interview-Questionnaire 284

LIST OF FIGURES

FIGURE PAGE

1. Elements in the Diffusion of Innovations and the S-M-C-R-E Communication Model Are Similar 29

2. Paradigm of the Innovation-Decision Process . 30

3. A Paradigm of the Variables Determining the Rate of Adoption of Innovations 31

4. Frequency Distribution of Male and Female Subjects 55

5. Percentage of the Sample, According to Age Ranges, Who Had Heard of S.P.C. 59

6. Percentages of the Sample, According to Occupational Classes, Who Had Heard of S.P.C. 60

7. Percentages of the Sample, According to Age Ranges, Who Initially Adopted the Innovation 62

8. Percentages of the Sample, According to Occupational Classes, Who Initially Adopted the Innovation 63

9. Percentages of the Sample, According to Age Ranges, Who Were Regular Exercisers 65

10. Percentages of the Sample, According to Occupational Classes, Who Were Regular Exercisers 66

LIST OF PLATES

PLATE PAGE

1. The Star-Phoenix 85
2. Canadians Are . . . Unfit! 86

CHAPTER I

THE PROBLEM

Introduction

According to Spicer (1952:13), "Changing people's customs is an even more delicate responsibility than surgery." Yet, that is what many national governments have tried to do with reference to the physical recreational habits of their populations.

In 1949, ten European countries founded the Council of Europe with the broad aim:

> To achieve greater unity between its Members for the purpose of safeguarding and realising the ideals and principles which are their common heritage and facilitating their economic and social progress (Council for Cultural Co-operation, 1964:1).

By 1964, the Council of Europe had seventeen member countries and had established the Council for Cultural Co-operation in 1962 which had an "Out-of-School Education" committee (Council For Cultural Co-operation, 1964:1). It was the latter body which adopted the slogan "Sport For All" as the appropriate expression to cover a long term European aim.* The Council of Europe defined "sport" as "free, spontaneous physical activity engaged in during leisure time; its functions being recreation, amusement and relaxation," and "All" as "The widest possible range of the population of both sexes and of all ages" (Barry, 1970). By 1970, six countries (Norway, Sweden, The Netherlands, Iceland, West Germany and Denmark) had established national campaigns intended to increase participation in sport, as a result of Council of Europe promptings. Credit must go to Norway for introducing a novel campaign under the slogan "Trim" for Trim has a similar meaning in most European languages and evokes the idea of fitness, neatness, well-being and smartness.* The Council of Europe has expressed the hope that the word "Trim" might become synonymous with fitness campaigns throughout, and beyond, member countries while countries adopting such campaigns should, through the Council of Europe, co-operate with each other by exchanging views and the knowledge gained from experiences.

---

*A comprehensive explanatory description of "Sport For All" is in Appendix A. Infra p. 155.

By the spring of 1973, nineteen countries** were showing active interest in co-operating to achieve the objective "Sport For All". That interest was demonstrated by the fact that each country sent at least one delegate to the "Trim and Fitness International" Conference which was held at Frankfurt-on-Main, West Germany. "International" was included in the conference title for it had always been the

---

*Details of Norway's pioneering efforts are in Appendix B. Infra p. 162.

**Austria, Belgium, Canada, Denmark, Federal Republic of Germany, Finland, France, Iceland, Ireland, Japan, Mexico, Netherlands, Norway, Poland, Sweden, Switzerland, United Kingdom, U.S.A., Yugoslavia.

Council of Europe's intention to encourage other countries to join European countries in working towards similar goals. The main purpose of the Frankfurt-on-Main meetings was for representatives to exchange ideas on how to influence national populations to take part in sport and that was done by each country's delegate explaining what his country had done and was doing--particularly regarding administration, personnel, finance and communication methods. It became apparent (this writer was the United Kingdom representative) that countries were not all trying to accomplish exactly the same objectives--because of philosophical, political, and cultural differences. Collectively, the countries had no wish to impose a worldwide system. However, the aims of all the participating countries broadly agreed with those aims originally stated by the Council of Europe.

Countries whose programmes were relatively more sophisticated were using mass media to try to influence their populations. There was evidence of some countries using indirect interpersonal methods by which local opinion leaders propagated the national agencies' beliefs or, combinations of mass media and interpersonal approaches. Generally, countries' "Sport For All" organizations believed that physical activity was "good" for people for physiological, psychological and social reasons.

On September 1, 1971, Sport Participation Canada (S.P.C.)* was incorporated as a private, non-profit company with the stated intention "to promote more physical activity among all Canadians" (Kisby, 1972:11). More specifically, S.P.C.'s intentions included:

> 1. To show people how physical activity can be fun instead of the dull, laborious lengthy, and difficult undertaking they probably perceive it to be.
>
> 2. We must get Canadians to do a "self-appraisal" and to realize that they are not as fit as they could be. This can be accomplished by using the research results that are available and encouraging more research that we can use for this purpose: by inviting Canadians to undertake "personal fitness-indicator tests" (that will be developed) and in a very simple way determine their present level of fitness: and by encouraging people to undergo more sophisticated tests under the supervision of physical educators and doctors.
>
> 3. To educate and convince people as to the benefits of physical activity. These would include: (a) fun, relaxation, and recreational benefits: (b) "togetherness" benefits (such as showing people how family life can be enhanced, the pleasure of group activities can be discovered, and the joy of being a part of Cross-Canada activity contributing to our growing sense of nationalism): (c) physical benefits (sense of well-being, increased energy, more vitality in all parts of one's life); and (d) mental attitude or mental health benefits (healthier and more optimistic outlooks) (Kisby, 1972:12-13) [Sic].

Kisby (1972:13) outlined that S.P.C was designed to be a catalyst with the function to motivate on a mass basis. It was hoped that national promotion would be matched, or surpassed, by an equally powerful force at the grass roots level which would catch up, and involve, the broad base of physical education and recreation leadership in the Country. Towards those ends, Saskatoon, Saskatchewan was selected by S.P.C. in February, 1972 as a "Demonstration Community".* The purpose of the experiment was to determine the extent to which a small group of community leaders concerned about the low physical activity levels of the people in Saskatoon (thought by S.P.C. to be typical in general of Canadians) and the associated malaises could:

---

*Sport Participation Canada is the incorporation name and Participaction is the symbol name. Hereinafter, the initials S.P.C. are used.

> (a) Marshall the communication forces in the city to make the population aware of the problem and help to motivate it to change life styles.
>
> (b) Harness the various forms of community power to provide the leadership, creativity and financing to get the job begun.
>
> (c) Show the rest of Canada what other communities could do to help themselves solve a national problem (Quinney, 1974a).

Thus, what S.P.C. was trying to do at Saskatoon was very similar to what other agencies had tried to do in other countries. However, none of the countries have been able to measure the effectiveness of their programmes so the next "Trim and Fitness International" Conference, which is to be held in the U.S.A. at Washington, D.C. in May 1975, has proposed "evaluation methods" as a major theme. In addition to the countries represented at Frankfurt (to illustrate the growing worldwide interest), the following have been invited to the U.S.A.: Argentina, Australia, Colombia, Cuba,

---

*The reasoning behind the selection of Saskatoon is described in Appendix D. Infra p. 183.

Czechoslovakia, German Democratic Republic, Hungary, and the Soviet Union.

Using the diffusion of innovations models developed by Katz et al. (1963:237-252) and Rogers and Shoemaker (1971), it was clear that "Sport For All" could be viewed as an innovation.* As Katz et al. (1963:237) have noted, "It is hardly news that the diffusion of innovations is one of the major mechanisms of social and technical change." Following invention and diffusion of an innovation is the third main sub-process of social change--consequences. Consequences are the changes that occur within a social system as a result of the adoption or rejection of an innovation. Though of obvious importance, the consequences of innovations have received little attention by change agents or by diffusion researchers, who have concentrated primarily on investigating the correlates of innovativeness (Rogers and Shoemaker, 1971:342-344). Similarly, national government agencies which are trying to achieve "Sport For All", assume that the consequences will be good and the effects of adoption or rejection have not been comprehensively investigated.

As Rogers and Shoemaker (1971:319) have pointed out:

> Change agents should recognize their responsibility for the consequences of innovations they introduce. They should be able to predict the advantages and disadvantages of an innovation before introducing it to their clients, but this is seldom done.

---

*Cf. infra p. 15--Definition of "innovation".

Further, as Burton (1971:63) emphasized:

> One of the major needs in recreation research . . . is for the analysis of data to be undertaken in such a way that the prediction of future trends becomes possible.

This study attempted to assess some of the consequences of the efforts of S.P.C. at Saskatoon. The research, (a) described and analysed the consequences of a part of a national "Sport For All" campaign in a way likely to make an original contribution to the 1975 "Trim and Fitness International" conference, and (b) demonstrated the advantages and disadvantages (as perceived by the sample population of Saskatoon) of such an innovation so that other change agents will be in a better position to predict likely consequences before utilizing a similar "Sport For All" campaign.

The Problem

The purpose of the research was to discover some of the consequences at Saskatoon of S.P.C.'s innovative campaign which had taken place during the period September, 1971 to July, 1974. Consequences were investigated within the model suggested by Rogers and Shoemaker (1971:321-339). That is, consequences were classified as (1) functional or dysfunctional, (2) direct or indirect, and (3) manifest or latent [infra p. 14-15].

Within the above framework the following broad range of specific questions was investigated. The questions were chosen to assess the impact of the campaign and to demonstrate the congruency, or incongruency, of the consequences as perceived by S.P.C. [cf. supra p. 4] and as perceived by the adopters/rejectors:

1. What percentage of the population had heard of S.P.C.?

Of the percentage of the population who had heard of the innovation, how many decided:

2. (a) to adopt it?
   (b) to reject it?
   (c) to adopt it, or reject it, and then changed later?
3. What percentage had adopted the "innovation" before S.P.C.'s campaign?

Of the adopters (including those who later became rejectors):

4. Why did they adopt the innovation?
5. (a) What percentage participated in sport every day?
   (b) What percentage participated in sport six days per week?
   (c) What percentage participated in sport five days per week?
   (d) What percentage participated in sport four days per week?
   (e) What percentage participated in sport three days per week?

(f) What percentage participated in sport two days per week?

(g) What percentage participated in sport one day per week?

6. What percentage found the innovation fun [as perceived by the adopters]?

7. What percentage found the innovation relaxing [as perceived by the adopters]?

8. What percentage had an increased sense of well-being [as perceived by the adopters]?

9. What percentage had increased energy and vitality for all aspects of life [as perceived by the adopters]?

10. What percentage had a happier (optimistic) mental attitude [as perceived by the adopters]?

11. What percentage found family life enhanced [as perceived by the adopters]?

12. What percentage found the innovation had lead to enjoyable [as perceived by the adopters] club or group activity?

13. What percentage found the innovation dull [as perceived by the adopters]?

14. What percentage found the innovation laborious [as perceived by the adopters]?

15. What percentage found the innovation too time consuming [as perceived by the adopters]?

16. What percentage found the innovation too difficult [as perceived by the adopters]?
17. What percentage found the innovation tensing [as perceived by the adopters]?
18. What percentage found family life disrupted [as perceived by the adopters]?
19. What percentage found the innovation had lead to distasteful [as perceived by the adopters] club or group activity?

It was recognized that there would be other consequences of S.P.C.'s campaign in the Saskatoon community which would not be elucidated by the above specific questions since they had been directed at individual citizens. Therefore, to present a more comprehensive picture of consequences, unobtrusive measures were taken in the following manner. If, for example, a person said he attended fitness classes at the Y.M.C.A. because of S.P.C.'s promptings, it was considered appropriate to ask at the Y.M.C.A., "Has attendance at fitness classes changed since S.P.C.'s campaign started?" Though such a line of inquiry was not totally based on a cause-effect relationship, it was another observational method and contributed to the total picture of consequences which was obtained.

From discussions with opinion leaders at Saskatoon, other avenues of inquiry warranted investigation so the following types of questions were probed:

1. How were local opinion leaders induced to co-operate in furthering S.P.C.'s aims?
2. What did those leaders accomplish?
3. Had use of the following facilities increased or decreased?
   - (a) Gymnasia?
   - (b) Squash Courts?
   - (c) Private Sports Clubs?
   - (d) Swimming Pools?
   - (e) Golf Courses?
   - (f) Ski Hill?
   - (g) Ski Trails?
   - (h) Parks?
   - (i) Lakes/River?
4. Had physical recreative participating levels increased or decreased in the following:
   - (a) Schools?
   - (b) Schools used by adults in the evening, weekends and during school vacations?
   - (c) University?
   - (d) Offices/stores?
   - (e) Health Studios?
   - (f) Y.M.C.A.?
   - (g) Y.W.C.A.?
   - (h) Clubs?

5. Were the subjects involved in S.P.C.'s "home fitness test" development more fit [as perceived by the fitness testers]?
6. Had the sale of bicycles increased or decreased?
7. Had the City spending on sport and physical recreation increased or decreased?
8. Had any new sports clubs been formed? If so, how many?
9. Any other consequences?

In summary of the problem, two areas of consequences were investigated:

1. The broad consequences of S.P.C.'s campaign at Saskatoon and,

2. The specific consequences of adopting the innovation as those consequences were perceived by the adopters.

Delimitations

1. The study was confined to the City of Saskatoon, Saskatchewan, which had a total population of 131,000 people.

2. The sample of 400 subjects was selected for a confidence level of 95 percent and a sample reliability of plus or minus 5 percent. .

3. The transient population whose dwelling was a university residence, hotel room, non-permanent trailer, or tent was not included. Similarly, those people in institutions such as hospitals, military installations, and prisons were excluded.

4. The structured interview-questionnaire was administered only to people aged 20 years and over.

5. The study identified some of the consequences of S.P.C.'s campaign at Saskatoon which occurred during the period September, 1971 to July, 1974. The foci of attention were on (a) consequences of adopting the innovation "Sport For All" and, (b) the general consequences of S.P.C.'s efforts at Saskatoon.

Limitations

1. The data were gathered by personal interview-questionnaire and by unobtrusive measures (Webb et al., 1966) during July and August 1974.

2. The study was limited by the interviewing skill of the investigators and by the response reliability of the interviewees.

3. Interviewing at dwellings took place between 4:30 p.m. and 9:30 p.m. on weekdays and between 10:00 a.m. and 9:00 p.m. on weekends. Those times were chosen to equalize the probability of males and females being at home.

4. Males, or females, aged 20 years or more were interviewed at each of 400 dwellings.

5. If there was no response at a selected dwelling, a dwelling on either side was chosen.

6. The data were analysed within the framework of Rogers', Shoemakers' and Davis' model (Rogers and Shoemaker, 1971:318-345).

7. The reliability of the interpretation of the interviewees' social classes was limited by the accuracy of the Blishen Occupational Class Scales (Blishen, 1958:519-531).

Definitions of Terms

The Council of Europe's definitions of "Sport" and "All" were used for they were congruent with the stated objectives of S.P.C. [cf. supra p. 4].

Sport:	Free, spontaneous, physical activity [gross motor involving some aerobic training] engaged in during leisure time; its functions being recreation, amusement and relaxation.
All:	The widest possible range of the population of both sexes and all ages [But restricted to those aged 20 years or more in the structured interview-questionnaire part of this study].

The diffusion of innovations terminology was taken from Rogers and Shoemaker (1971).

Invention:	The process by which new ideas are created or developed.
Diffusion:	The process by which these new ideas are communicated to the members of the social system.
Consequences:	The changes that occur within a social system as a result of the adoption or rejection of the innovation. Change occurs when a new idea's use or rejection has an effect. Social change is therefore an effect of communication.
Functional Consequences:	Desirable [as perceived by the adopters] effects of an innovation in a social system.

Dysfunctional Consequences:	Undesirable [as perceived by the adopters] effects of an innovation in a social system.
Direct Consequences:	Changes in a social system that occur in immediate response to an innovation.
Indirect Consequences:	Changes in a social system that occur as a result of direct consequences of an innovation.
Manifest Consequences:	Changes that are recognized and intended by the members of a social system.
Latent Consequences:	Changes that are neither intended nor recognized by the members of a social system.
Innovation:	An idea, practice or object perceived as new by an individual. It matters little, so far as human behavior is concerned, whether or not the idea is "objectively" new as measured by the lapse of time since its first use or discovery. It is the perceived or subjective newness of the idea for the individual that determines his reaction to it. If the idea seems new to the individual, it is an innovation. "New" in an innovative idea need not be simply new knowledge. An innovation might be known by an individual for some time (that is, he is aware of the idea), but he has not yet developed a favorable or unfavorable attitude toward it, nor has he adopted or rejected it.

Functionally in this study "innovation" referred to (1) the total concept of "Sport For All" or, (2) an individual's personal choice of recreative physical activities.

Adoption: A decision to make full use [at least once a week for two months] of a new idea as the best course of action.

Rejection: A decision not to adopt an innovation.

Discontinuance: A decision to cease use of an innovation after previously adopting it.

Innovation-Decision Process: The mental process through which an individual passes from first knowledge of an innovation to a decision to adopt or reject, and to later confirmation of this decision. There are four functions in the process: (1) knowledge, (2) persuasion, (3) decision, (4) confirmation.

Social System: A collectivity of units which are functionally differentiated and engaged in joint problem solving with respect to some common goal. It is important to remember that diffusion occurs within a social system, because the system's social structure can have an important influence on the spread of new ideas.

Homophily: The degree to which pairs of individuals who interact are similar in certain attributes such as beliefs, values, education, social status and the like.

Heterophily: Is the mirror-opposite of homophily. That is, the degree to which pairs of individuals who interact are different in certain attributes.

Kish's (1965:302) definition of a dwelling was used:

> A group of rooms, or a single room occupied or intended for occupancy as separate living quarters by a family or some other group of persons living together, or by a person living alone. . . . When in doubt about how to divide a building into dwellings, the possession of separate cooking facilities may be used to distinguish separate dwellings. . . . Though lacking cooking facilities, an apartment or a rented room with a separate entrance is generally defined as a separate dwelling.

Summary

The historical origin of "Sport For All" in the Council of Europe was described. "Sport For All" was an objective of change agencies in approximately thirty countries. S.P.C. was trying to achieve the objective "Sport For All" [cf. supra p. 4] in Canada by mass communication methods at the national level and by a combination of mass communication/interpersonal methods at Saskatoon. As was the situation in other countries, S.P.C.'s campaign had not been thoroughly evaluated but S.P.C. assumed that consequences would be good. The 1975 Trim and Fitness International Conference will address itself to the problem of programme evaluation. This study used a diffusion of innovations model to investigate some of the consequences of S.P.C.'s campaign at Saskatoon during the period 1971-1974 and will make a contribution to international understanding in such a way as to assist administrators of present and future campaigns to be in a better position to predict consequences and therefore plan better programmes.

The objective part of the study was delimited to a random Saskatoon sample population of 400 adults. Limitations included the data gathering processes (structured interview-questionnaire and unobtrusive measures), investigator's skill, and interviewee reliability. Operational definitions of terms used in the study were recorded.

CHAPTER II

REVIEW OF THE LITERATURE

> A great deal has been written about the millions of messages directed to mass audiences by advertisers, educators, government officials, preachers, entertainers, and propagandists. To date, however, the precise nature and effects of mass communication are little understood, despite the burgeoning of research approaches and the multiplication of empirical findings (Riley and Riley, 1959: 537).

Introduction

The preceding quotation helped to focus the need for this type of study. In this chapter, related literature was cited from several viewpoints. The worldwide interest in "Sport For All" was demonstrated by reference to efforts originating in widely scattered geographical regions. The national organization and endeavour of S.P.C. was described from varied sources of literature and thence to a brief report on Participaction Saskatoon.

Diffusion research traditions were demonstrated and Rogers' and Shoemaker's important synthesis was outlined so that the dearth of "consequence" studies became obvious and further highlighted the pioneering nature of, and need for, this report. Finally, some of the difficulties of observing and recording consequences were discussed.

Worldwide Interest In "Sport For All" Campaigns

There is a paucity of published literature relating to "Sport For All" type campaigns which have stemmed from the Council of Europe deliberations. Internal reports of small European conferences held in Norway (1969) [cf. infra p. 162] and the Netherlands (1971) have circulated in government agencies while the report of the Frankfurt "Trim and Fitness International" Conference only became available, and to a limited extent, in late June 1974 [cf. infra p. 173].

A Belgian journal gave a whole issue's space to the Frankfurt Conference, however, and some points from it are cited:

> It is noteworthy that about 50% of all Danes are members of one of the four big Danish Sport Federations (Gregersen, 1973: 210).
>
> The German public were encouraged to trim by means of a gigantic publicity campaign. Arguments put forward varied from year to year but the accent is always on joy of life, fun and high spirits. . . . A representative sounding of opinion showed that 93% of the population knew about the campaign "Trim dich durch Sport" and that 13 million people have been encouraged by it to practise sport actively (Palm, 1973: 216).
>
> Finland is a traditional country for Sport. About 61% of the population actively practise recreational sport (Konni, 1973: 222).
>
> The British Sports Council is endeavoring by means of a national Sport For All campaign to make the public and the governments at all levels more conscious of the importance of sport and in this way to obtain the necessary credit for the provision of essential facilities. The shortage of long-time objective evidence presents difficulties when trying to convince lay committees about the values of exercise (Jackson, 1973: 231).

After studying various foreign examples (especially Norway), the Icelandic Trim campaign was launched at the beginning of 1971 (Magnusson, 1973: 235).

[In Japan] A large number of organizations and institutions . . . cooperated . . . with the campaign (Oshima, 1973: 239).

In less than two years, 50 Trim Tracks have been laid out in Yugoslavia. The target is a Trim Track in each municipality (Relac, 1973: 242).

The Dutch Trim campaign has been running since 1968. . . . According to a random test in 148 municipalities, it can be supposed that today's number of trimmers is approximately equal in number to participants in organized sport, namely 2.2 million (Akkers, 1973: 249).

Norway was the first country to begin the Trim campaign . . . the emphasis must be laid on pleasure, the enjoyment of practising sport (Anonymous, [Per Hauge-Moe], 1973: 252).

So many Austrians were motivated in a short time that a great lack of instructors and sport facilities arose (Holzweber and Norvak, 1973: 259).

[In Poland] . . . the State has laid down new urbanization standards which must be applied whereby possibilities for daily relaxations are guaranteed (Mikolajozak, 1973: 263).

[In the U.S.A.] . . . In the planning and realization of the national programme for physical fitness and practice of sport, the Council's efforts are directed to informing the public, drawing up programmes and lending technical assistance (Conrad, 1973: 271).

The Swedish Sport Federation decided in 1973 to concentrate especially on Sport For All under the slogan "Sweden in trim" . . . target groups: youth, students, families, women (especially housewives), pensioners, disabled people (Sevelius, 1973: 281).

[In Switzerland] In order to "sell" the idea of Sport For All more easily a well known sports artist has created a likeable little character by the name of "Sportli" who will spread the idea . . . T.V. press, stickers, etc. (Stauble, 1973: 290).

To help demonstrate the need for this study, Sayer (1974: 1) is quoted:

> It is not possible to evaluate accurately the effects so far of the [British] "Sport For All" campaign, especially the degree to which public attitudes (including those of local authorities) have been changed towards community sport and recreation.

After about two years of the Norwegian Trim campaign Kirkvaag (1969) had this to say:

> Lately I have often been asked: How far has TRIM come? - Where does TRIM stand today? - How many Norweigians are TRIMMING? . . . Actually we *know* very little about the results.

Sport Participation Canada

Sport Participation Canada (S.P.C.) or Participaction, the Canadian movement for personal fitness, is regarded by the National Department of Health and Welfare as a volunteer, autonomous national association with an indirect functional relationship (with funding). The funding is for operational costs and consequently, S.P.C. has to report to the Department of Health and Welfare's Recreation Canada. The money to pay for advertising comes from other sources which are referred to immediately below and elsewhere [cf. infra p. 173 and p. 183]. Not much has been written about S.P.C. and so the literature cited, of necessity, is varied and unusual. For instance, from sponsored messages on milk cartons came some of S.P.C.'s most eloquent exhortations; pamphlets described the organization and functions of S.P.C.; and Time (1973) [cf. infra p. 26], recognizing the topicallity and interest generated by

S.P.C., gave an account of some events.

Under the heading, "How will it be financed?", an S.P.C. pamphlet explained:

> The work of Sport Participation Canada will be financed by a combination of government funding and private sector support.
>
> Government funding provided the initial support and "seed money" to get the company going. In view of the government's concern over growing health care costs, further financial support of Sport Participation Canada will be one of the forms of preventative medicine needed to help control these spiralling costs.
>
> Private sector support is being developed and will be expressed in the use of many forms of advertising. Some companies will support the cause for the prestige and association with such a worthy endeavour gives them. Others will be interested in identifying their products with the fitness movement in an indirect way, to enhance the image of these products with the public.
>
> Eventually, when the symbol and name become well-known, a licensing plan will produce additional funds for ParticipAction programmes (Sport Participation Canada, n.d.).

To give a more precise idea of the amount of money contributed by the Federal Government, the latest published figures show that a grant of $400,000 was made to S.P.C. by Recreation Canada in the fiscal year 1972-73 (Canada, 1973a:14).

The same pamphlet (Sport Participation Canada, n.d.) went on to cite the P.S. Ross report as saying that Canadian adults spent 85 percent of their leisure time watching T.V. or driving a car and then cited a Ben Crow and Associates' disclosure that less than 2 percent of the Canadian population took part in physical activity as frequently as once a week.

Finally, the founding key personnel of S.P.C. were cited as:

Board of Directors

Rt. Hon. Lester B. Pearson
John Bassett
Philippe de Gaspé Beaubien
Dal Broadhead
Donald G. Campbell
B. F. Johnston
Stuart Keate
E. Finlay MacDonald
Lloyd Percival
John A. Pouliot
Derek Price
Dr. J. W. Willard

Company Management

Director-General,
Keith B. McKerracher

Assistant Director-General,
Jacques Gravel

National Coordinator,
Russ Kisby

Provincial Coordinator,
Jean C. Dutton

Some of Kisby's writings were recorded in Chapter I [cf. supra p. 4] but perhaps S.P.C.'s aims can be summarized thus:

> Our goal in simple terms is to change the lackadaisical attitude of Canadians toward physical activity. To coax them out of their easy chairs into the fresh air or to the nearest gym, skating rink, swimming pool, tennis court, hiking trail. . . anywhere they can walk, run, skip, jump, and enjoy themselves. We want people to rediscover the fun they probably had when they were kids. We'll be encouraging whole families to get in on this together. "COME ALIVE!" is the real message (Kisby, 1972: 14).

To present the above message nationally the mass media was used. For example, television "commercials" said the average 30-year old Canadian was only as fit as the average 60-year old Swede. Short messages have been broadcast occasionally on radio and accompanied by a "catchy" tune.* On milk cartons:

> . . . So unless you exercise regularly (as a matter of fact, only about 2% of Canadians exercise regularly), you may be heading for a serious health problem (Lucerne/Participaction, 1974: P1).
>
> Participaction - the Canadian movement for personal fitness wants to do something about all the gasping and wheezing you hear around you. Just listen to your average Canadian who has run for his bus, or just climbed a couple of flights of stairs. It's shocking. . . . With so many things to do, so many sports to play, so many trails to be hiked, mountains to climb, hills to ski, rivers to swim, we wonder why so many Canadians are content to sit by and just watch. . . . All in all it will make your body a nicer place to live in (Lucerne/Participaction, 1974:P2).

Another message found on milk cartons exclaimed that Participaction was the health care system that costs nothing and then directed its thrust at the school system by saying:

> When we say exercise we don't mean running for the bus. UNESCO reports that in many other countries, particularly European, about 30% of the school day is taken up with healthful physical activity.
>
> Now, here's the bad news. In Canada, less than SIX PERCENT of the school day is taken up with physical activity. Is it any wonder that many Canadians have reached their peak of fitness AT THE AGE OF SIX? . . . (Lucerne/Participaction, 1974: P3).

---

*Examples of broadcast messages are in Appendix F. Infra p. 214.

The final milk carton message used to date exploded some of the myths surrounding fitness and fatness:

> Physical fitness doesn't only mean being skinny.
>
> To be quite frank, taking a few pounds off wouldn't hurt most Canadians, but skinny people can be just as unfit as plump people.
>
> Participaction and Lucerne believe that no matter what you weigh, to become fit you have to build up your endurance. That doesn't mean you have to be an expert athlete. It just means getting your body used to exertion. Then you'll have the reserves of energy you'll need to handle the extra demands that sometimes get put on your body. Whether it's shovelling your walk, or running for your bus, or playing with your kids without popping a heart valve. Your body is designed to do more than your daily routine usually requires. It's up to you to make sure it can.
>
> The answer is endurance building exercise - walking, running, swimming, skating, cycling - at least three times a week. That kind of exercise will make sure your lungs can collect enough oxygen, and your heart is strong enough to get that oxygen to where it's needed, all over your body. Then you'll be able to have a lot more fun with your body . . . (Lucerne/Participaction, 1974: P4).

Lastly, so far as national literature was concerned, a pamphlet outlined some of the methods and techniques used by S.P.C.:

> We're going to get Canadians up. We're going to show them that being physically fit can give a whole new lease on life. We'll tease, tempt, coax, and wheedle; induce, seduce, attract, persuade, lure, prod, challenge, entreat, inspire, and conspire to get Canadians up and moving (Sport Participation Canada, 1972).

A more detailed discursive document substantiates this brief reference in Appendix C [Infra p. 173].

Participaction Saskatoon

A more concentrated effort was made at Saskatoon where, additionally, a more interpersonal approach was used which involved local opinion leaders. Quoting *Time* (1973: 16-17):

> Then, with wide support from community leaders, Participaction began a 13-week advertising blitz of the town. Between them, two local TV stations are donating nearly ten hours of prime advertising time; the local paper is running 40 free pages of ads. Saskatonians have been told that health costs in Canada are spiraling faster than almost anywhere else in the rest of the developed world. . . . The city laid out bicycle courses, helped push a series of home exercises for housewives . . . Saskatonians were asked to drop whatever they were doing and, in the interests of their health, take a walk around the block. More than 60,000 people--an amazing 51% of the city's population--ventured into the freezing [February] night.

Though demonstrating national and international interest in S.P.C., the above *Time* citation missed the "control" element at Saskatoon. What happened at Saskatoon was part of the consequences of S.P.C.'s campaign and, as such, is described in more detail in chapter IV [infra p. 54]. However, it is important here to emphasize two terms of reference which appeared in a mimeographed S.P.C. document:

> . . . First, to better insure the long-term continued effect of the effort generated in Saskatoon, whatever develops and how it develops must be "their thing". In other words, the main steering committee as established by Major H. S. Sears is in complete control. It is truly Saskatoon's project and the role of national PARTICIPaction will be to serve as a catalyst, to assist as much as possible, but not to ultimately direct or control.
>
> The second main point concerns financing. PARTICIPaction was not established to be a fund granting

> institution and as such is not in a position to provide any operating or other funds to this Saskatoon Demonstration Project (or any other community). It will, however, be prepared to assist Saskatoon's efforts to generate such funds locally or otherwise (Kisby, 1973: 8-9) [cf. infra, Appendix D, p. 183].

Further literature on Participaction Saskatoon was manifested in the local newspapers. Again, as part of the consequences, it will be discussed in Chapter IV [infra p. 54] and is fully documented in Appendix E [infra p. 203].

The Need For "Sport For All" Campaign Consequences Studies

This chapter, so far, has demonstrated the growing worldwide interest in the concept "Sport For All". It elucidated how national agencies thought the consequences would be "good" if adopted and that efforts have been made to induce physical activity in national populations. For the reasons given in Chapter I, there is obviously a need to assess the consequences of campaigns but there is no indication in the literature to suggest that such has been carried out with any degree of thoroughness. Examples of studies which have looked at national leisure patterns are those of Kirsh et al. (1973) and Sillitoe (1969), while the United States President's Fitness Council's National Adult Physical Fitness Survey was a most comprehensive investigation which has important implications for those who purport interest in "Sport For All" (President's Council on Physical Fitness and Sports, 1974: 26-27). The implications contained in the United States survey report are discussed in Chapter V [cf. infra p. 116]. However, there are no detailed studies of the consequences of the innovation "Sport For All".

Diffusion Research Traditions

Viewed sociologically, according to Katz et al. (1963: 240), the process of diffusion may be characterized as the:

> (1) *acceptance*, (2) over *time*, (3) of some specific *item* - an idea or practice, (4) by individuals, groups or other *adopting* units, linked (5) to specific *channels* of communication, (6) to a *social structure*, and (7) to a given system of values, or *culture*.

Rogers and Shoemaker (1971: 18-19) stated that four elements are crucial in the diffusion of new ideas:

> (1) the *innovation* (2) which is *communicated* through certain *channels* (3) over *time* (4) among the members of a *social system*.

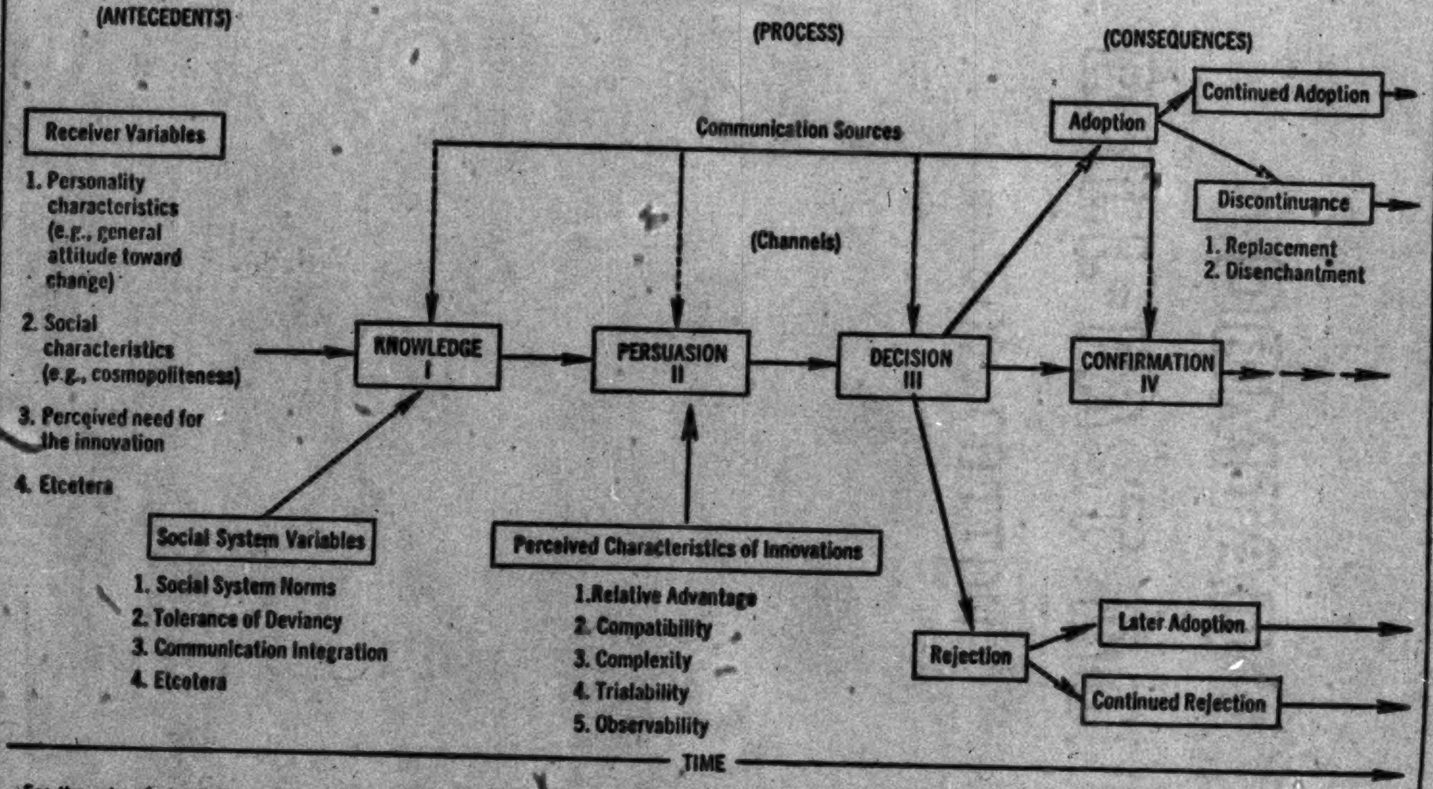
Unlike Katz et al., Rogers and Shoemaker did not include element 1 as a separate item as they saw acceptance or adoption as an effect of communication. They condensed Katz and others' elements 4, 6 and 7 into their fourth element because those elements made up various aspects of the social system (Katz et al., 1968: 240; Rogers and Shoemaker, 1971: 18).

Figures 1-3 were taken from Rogers and Shoemaker (1971: 20, 102, 158). Figure 1 illustrates the elements in

Figure 1
Elements in the diffusion of innovations
and the S-M-C-R-E communication model are similar.

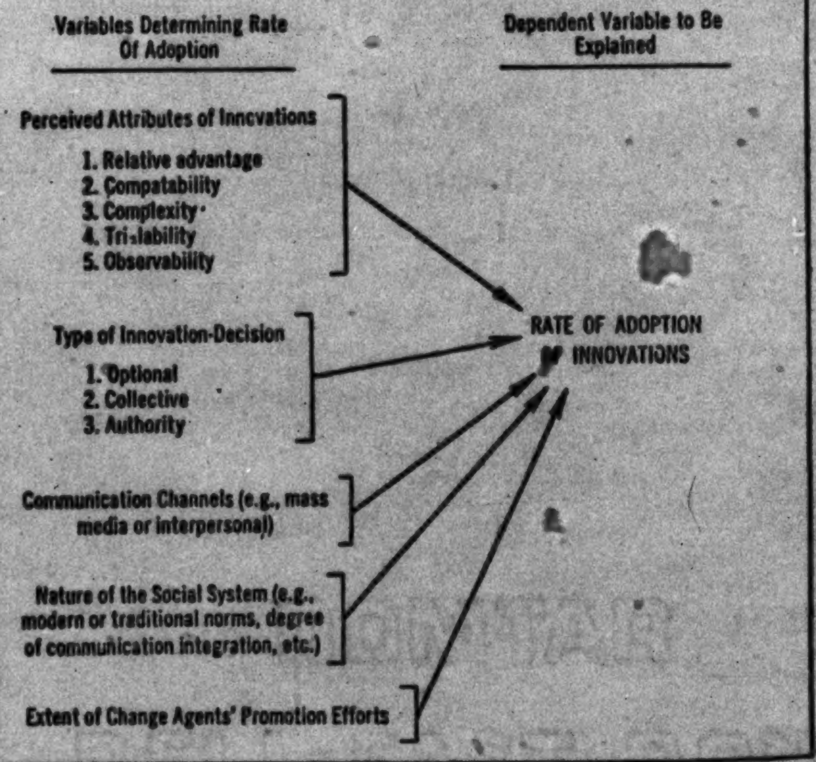
Elements in the S-M-C-R-E Model:	Source	–	Message	–	Channel	–	Receiver	–	Effects
Corresponding elements in the diffusion of innovations:	Inventors, scientists, change agents, or opinion leaders		Innovation (Perceived attributes, such as relative advantage, compatibility, etc.)		Communication channels (Mass media or interpersonal)		Members of a social system		Consequences over time 1. Knowledge 2. Attitude change (persuasion) 3. Behavioral change (adoption or rejection)

Figure 2
Paradigm of the innovation-decision process.


(ANTECEDENTS)
(PROCESS)
(CONSEQUENCES)
Receiver Variables
1. Personality characteristics (e.g., general attitude toward change)
2. Social characteristics (e.g., cosmopoliteness)
3. Perceived need for the innovation
4. Etcetera
Social System Variables
1. Social System Norms
2. Tolerance of Deviancy
3. Communication Integration
4. Etcetera
Communication Sources
(Channels)
KNOWLEDGE I
PERSUASION II
DECISION III
CONFIRMATION IV
Perceived Characteristics of Innovations
1. Relative Advantage
2. Compatibility
3. Complexity
4. Trialability
5. Observability
Adoption
Continued Adoption
Discontinuance
1. Replacement
2. Disenchantment
Rejection
Later Adoption
Continued Rejection
TIME

For the sake of simplicity we have not shown the consequences of the innovation in this paradigm but only the consequences of the process.

Figure 3
A paradigm of variables determining
the rate of adoption of innovations.


Variables Determining Rate Of Adoption
Dependent Variable to Be Explained
Perceived Attributes of Innovations
1. Relative advantage
2. Compatability
3. Complexity
4. Tri-lability
5. Observability
Type of Innovation-Decision
1. Optional
2. Collective
3. Authority
Communication Channels (e.g., mass media or interpersonal)
Nature of the Social System (e.g., modern or traditional norms, degree of communication integration, etc.)
Extent of Change Agents' Promotion Efforts
RATE OF ADOPTION OF INNOVATIONS

the diffusion of innovations, Figure 2 is a paradigm of the innovation-decision process, and Figure 3 is a paradigm of variables determining the rate of adoption of innovations. They are included here to elucidate the model and are referred to during the discussion in Chapter V [cf. infra p. 116].

Rogers' and Shoemaker's Synthesis

Katz (1961, 1963) has written extensively on diffusion of innovations and the revival of interest in diffusion research:

> The most conspicuous case is that of rural sociology which has accumulated, over the last two decades, several hundred studies of the communication and acceptance of new farm practices (Katz, 1963: 239).

An excellent overview of that work was provided by Lionberger (1960), but it was the application of Rogers and Shoemaker (1971) which brought together all the diffusion of innovations studies encompassing the major "traditions" of anthropology, early sociology, rural sociology, education, medical sociology, communication, marketing, and "other" traditions. Rogers and Shoemaker (1971) comprehensively synthesized 1,200 empirical studies and 300 non-empirical studies on the diffusion of innovations. From those studies they made generalizations and pointed to the obvious gaps in research knowledge. For instance, of the 1,500 studies, only 38 investigated the consequences of innovations (Rogers and Shoemaker, 1971: 324). A personal communication from Rogers (1974) indicated that, though no collection of studies had been published since 1971, the Diffusion Documents Center at the University of Michigan now contains over 2,500 items and, also, that there had been no studies of consequences since 1971.

Consequences Studies

Research in those 38 consequences studies showed that not all anticipated "good" consequences were "good". For example, when the steel axe was introduced to Australian aborigines, for various cultural reasons, it caused the breakdown of the family structure, the emergence of prostitution, and the "misuse" of the innovation itself (Sharp, 1952: 69-92). Another example was provided by Carlson (1965: 84) who found that programmed instruction, an innovation that supposedly allowed different individual rates of student achievement, was misused by a Pennsylvania school system so that differences in individual learning rates were actually held down.

As a contrast, Trist and Bansforth (1951: 3-4) studied innovation in work organization at the coal face which lead to increased productivity and impressive changes in the social quality of work life. They reported greater group cohesiveness, greater personal satisfaction, decreased sickness, and decreased absenteeism.

Looking at another method of studying consequences, Kendall (1964: 343-360) evaluated an innovative experimental programme in medical education and used scientific design with experimental and control groups, pre- and post- tests. However, the questions asked in the questionnaire were subjective. That partly focussed a reason why consequences of innovations have not received much attention from diffusion researchers--they are difficult to measure. Rogers and Shoemaker (1971: 324) suggested that extended observation over a period might be more useful than the usual survey techniques. Or, an in-depth case study might produce more insights. Rogers and Shoemaker (1971: 324) pointed out that anthropoligists, who had investigated "consequences" more than others, used participant observation techniques--the problem then being that idiosyncratic, descriptive data was produced from which generalizations were impossible. A further problem in measuring consequences of an innovation is that they are often confounded with other effects for as Westley and MacLean (1965: 55) stated:

> A paradox confronts the student who examines conceptual models of human behavior. The more sensible and valid the model is, the more dangerous it is; the easier it is to forget that it is only a model and not the real world.

Or as Vaizey (1973: 157) reminded when writing about sociology ". . . now that the boom is over, we see that it was a vast speculative boom and hardly anything solid remains".

So with diffusion consequences research, great care must be taken and its limitations must be born in mind. Various techniques or combinations of techniques are possible. Sharp (1952: 69) lived in the Australian bush for 13 months; Karpat (1960: 83-103), who studied the social effects of farm mechanization in Turkish villages, used "observations gathered in a field investigation"; Lionberger (1960: 113) suggested using projective interviews and disguised direct questioning involving forced choices; Mason and Halter (1968: 182-195) applied a system of simultaneous equations to an innovation diffusion model. Regarding interviews and questionnaires, Webb et al. (1966: 1) said:

> The principal objection is that they are used alone. No research method is without bias. Interviews and questionnaires must be supplemented by methods testing the same social science variables but having *different* methodological weaknesses.

Hence, in this study, a further reason for taking unobtrusive measures is demonstrated.

Communication

Finally, from the area of communication and particularly relevant in this investigation, Allen (1957: 185) contended "it is probable that no social institution is left unaffected by radio and TV" while Klapper (1960: 8) generalized that:

> Mass communication *ordinarily* does not serve as a necessary and sufficient cause of audience effects, but rather functions among and through a nexus of mediating factors and influences.

Such opinion substantiated Rogers' and Shoemaker's (1971: 266) generalization that mass media channels of communication were relatively more important at the knowledge function, while interpersonal channels were relatively more important at the persuasion function in the innovation-decision process.

Summary and Significance of the Study

Worldwide interest in the innovation "Sport For All" was demonstrated by means of brief examples of what was being done in various countries. The national mass communication campaign and the local campaign at Saskatoon of S.P.C. were described.

Agencies wanted to know the consequence of their programmes but had not succeeded in finding them to any marked degree. There were no detailed studies of the consequences of the innovation "Sport For All".

Katz et al. (1963: 240) and Rogers' and Shoemaker's (1971: 18-19) models of the diffusion process were described. Rogers' and Shoemaker's (1971) synthesis of 1,500 diffusion studies showed that only 38 related to consequences. No consequence studies had been done since 1971. Some examples of dysfunctional (and functional) consequences were presented to help demonstrate change agents' need to be aware of consequences.

The difficulties of measuring consequences were discussed and suggestions for overcoming or alleviating the problems were reviewed.

For effective communication, the literature showed that mass media channels were relatively more important at the knowledge function, and interpersonal channels were relatively more important at the persuasion function in the innovation-decision process.

Significance of the study. The particular significance of this study, as demonstrated by the literature, is that no identical ones have been carried out by involved personnel and, further, consequence studies are rare in the wider diffusion of innovations area of interest. However, the need for such studies is evident and the findings of this one should assist any national "Sport For All" agency to plan future programme strategies from an understanding of the consequences produced by the types of communication used at Saskatoon. In particular, the results should be of interest to Recreation Canada, to S.P.C., to Participaction Saskatoon, and to the physical education profession in Canada.

CHAPTER III

METHODS AND PROCEDURES

Introduction

In studies of an exploratory nature the methods and procedures, of necessity, are innovative. It has already been demonstrated that "Sport For All" change agencies have not discovered the consequences of their campaigns and intend to devote a major part of a 1975 international conference to the "evaluation" theme. The situation in Canada appears to be no different from the general rule and S.P.C.'s particular efforts between 1971 and 1974 at Saskatoon were the subject of investigation in this study. It was not an "evaluation" study, but one which endeavoured to discover the consequences of the campaign--especially the consequences of adopting the innovation "Sport For All" and, also, the more general consequences manifested by, and caused by, Participaction Saskatoon. Inherent in the consequences of adoption were the adopters' perceptions of the innovation and they were considered particularly important because many other change agents had failed to recognize such perceptions when introducing innovations into social systems--often, in those cases, the consequences were dysfunctional [cf. supra p. 33].

This chapter described how the sample of the Saskatoon population was selected and the instrument used for collecting the data from the sample. The data collection procedures, from the sample and by unobtrusive measures, formed the next section and, finally, the methods of analyzing the data were outlined.

Since national "Sport For All" agencies aim their campaigns at total populations, the first requisite of this sample was that it should represent the total population of Saskatoon. For that reason, no pre-stratifying by socio-economic status was undertaken, though, such divisions were possible later and are described in Chapter IV [infra p. 54].

Sample size. In order to determine the size of sample, the work of Arkin and Colton (1950: 145-152) was consulted. If, for instance, it could have been assumed that the percentages adopting the innovation would be not over 5 percent or not less than 95 percent, a sample of 202 subjects would have been sufficient. Alternatively, if the expected rate of adoption had been not over 30 percent or not less than 70 percent, the required sample would have been 321. However, it was difficult to estimate a maximum (or minimum) occurance rate to be expected and so the most conservative estimate of 50 percent was used. That lead to a sample of 383 subjects being required for a confidence level of 95 percent and a sample size reliability of plus or minus 5 percent. The sample size of 383 was based on the requirement for the total Saskatoon population which was 131,000. It could be argued that the population of adults (or dwellings) was much less than 131,000. However, even if the population size was 50,000, the sample required would have been 377. So, to be even more cautious, a sample of 400 subjects was decided on. That meant that 400 dwellings were selected and 400 adults over the age of 20 years were subjected to the structured interview-questionnaire.

Area sampling. An area sampling of the total number of dwellings of Saskatoon was taken. "Area" sampling, as opposed to complete randomness, was chosen for economic and practical reasons, but, also, because it met the first requirement referred to above [cf. supra p. 39], that is, it was a way of representing the total Saskatoon population. The selection of blocks from the total number of City blocks, the selection of dwellings from the blocks, and the selection of one adult from each dwelling was carried out according to the guidance of Kish (1965: 301-358, 398-404).

The map used was one published in 1972 by the Saskatoon Board of Trade and contained a complete street index. The street index included those streets which were being developed at the time. The squares marked on the printed map became the "blocks" for the sampling design but, before each block was assigned a number, those covering known industrial areas were eliminated. Their removal was carried out after consultation with a native of Saskatoon* who had lived there for many years and was fully familiar with the City. Effectively then, 80 blocks remained and 40 of them were randomly chosen to be in the sample from a table of random numbers.

---

*Dr. H. A. Quinney.

Saskatoon's complete list of dwellings was contained in the 1972 Henderson's Directory. Those occupants of dwellings who had not responded to the Henderson questionnaire were listed in the directory as non-respondents and, as on the map, some streets were listed which were not occupied in 1972. So, though some new dwellings had been built since 1972, this factor was partially catered for by the anticipatory nature of the map and of the directory. Further, to illustrate the stable nature of Saskatoon's population size, it was still listed at 131,000 by the Saskatoon Board of Trade in 1974.

The next stage was to count and list the number of dwellings in each block. Subsequently, using tables of random numbers, dwellings were randomly selected from the total number of dwellings in the block. According to Hansen and Hauser (1971: 174):

> . . . if a complete list of areas is available and a random selection of a sample of areas is made, and if the population of these sample areas is completely enumerated, then the chances (or probabilities) of being included are the same for each individual in the population. Moreover, on the average, the population surveyed within such a sample will reveal precisely the characteristics of the entire population from which the sample was drawn.

In Cochran's (1963: 18) terminology such simple random sampling is a method of selecting n units out of a finite number of N units in such a way that every one of the $_{N}C_{n}$ samples has an equal chance of being chosen. Stated as a combinatorial formula, it is:

$$\binom{N}{n} = {}_{N}C_{n} = \frac{N!}{n!\ (N-n)!}$$

(Cochran, 1963: 18)

Cochran (1963: 18) pointed out that this is a random sampling but, since the word "random" is used differently in the literature, some writers prefer the phrase unrestricted random sampling. Thus, at Saskatoon, the sample included 400 units which were completely listed before the interviewing began. The sample characteristics are described in Chapter IV [infra p. 54].

The Instrument

A structured interview-questionnaire [Appendix H, infra p. 266] was administered at the 400 dwellings which made up the sample.

The structured interview-questionnaire was designed by the investigator who bore in mind the following requirements: (1) It should be as simple and objective as possible, hence, all questions except numbers 6, 7, 8, 10i, 11i, 12b, 13 and 14 were "closed"; (2) It should "mirror" the claims made for the innovation by S.P.C. and then determine whether or not those who adopted the innovation had the same perception as S.P.C. had after adoption--those would be important consequences; (3) It should tell something about the adopters and rejectors so that they could be discussed in relation to the innovation-decision process and the total known consequences; and (4) It should illuminate and identify consequences which were related to adoption.

The questions.

1. Have you heard of Sport Participation Canada, also called Participaction--the Canadian movement for personal fitness?

This showed a consequence of the campaign. If the response was "no", the next question asked was number 12. The reason being that, if they had not heard of Participaction, they could not have been influenced by Participaction's campaign. Questions 12 onwards might explain why the "no" respondents had not heard of Participaction.

2. Did *you* decide to become physically active, or more active, (at least once/week for two months) as a result of Participaction's campaign?

The response showed whether or not the respondent had adopted the innovation. It was a consequence of the campaign. If the answer was "no", question 3 was asked and then, immediately, number 12. Such action was to isolate those people who were already regular exercisers, despite Participaction's campaign.

3. Are *you* a regular exerciser (at least once/ week for past two months) *now*?

A use for question 3 was referred to under question 2 above. For the respondents who replied "yes" to number 2 and to number 3, it was a consequence of the campaign. Those who replied "no" to questions 2 and 3 were rejectors--a further campaign consequence.

4. After Participaction's campaign started, did *you* begin your physical activity then cease after a while?

A "yes" reply indicated that, after being an adopter, the respondent became a rejector. Such would be a consequence of the campaign and, also, a consequence of adoption. Those who replied "no" were regarded as adopters still--as they had been in questions 2 and 3.

5. After Participaction's campaign started, did *you* reject physical activity then begin later?

Of Rogers' and Shoemaker's (1971: 183-185) adopter categories, those who replied "yes" would be lower down the "ideal type" adopter scale than "innovators". A "no" would mean the respondent was already an adopter. Whatever the response, it would be a consequence of the campaign.

6. *Very briefly* why did *you* start taking part in physical activity?

This was viewed as a campaign consequence for it would not have been asked had not question 2 been replied to in the affirmative. Further, it might give valuable subjective perceptive information to "Sport For All" change agents.

7. In which recreative physical activity(s) do/did you participate?

Replies were consequences of the campaign and, also, possibly of adoption. The past tense option in this and subsequent questions was to allow for those who adopted the innovation and later became rejectors.

8. Where do/did *you* participate?

As well as demonstrating a consequence of the campaign and of adoption, responses to this question were intended to direct the investigator into where to make some of his unobtrusive measures.

9. On average, how many days a week do/did *you* take part in physical activity?

The answer would provide a consequence of the campaign and, possibly, of adoption.

10. Does/did *your* physical activity give you:-
    (a) fun?
    (b) a relaxed feeling?

(c) an increased sense of well-being?

(d) increased vitality and energy?

(e) a happier (more optimistic) mental attitude?

(f) improved family life?

(g) enjoyable club or group activity?

(h) any other effects you consider desirable?

(i) Please specify.

These questions were made up from the claims made for physical activity by S.P.C. [cf. supra p. 4]. It was designed to test the perceptions of the respondents and would indicate consequences of adoption.

11. Do/did *you* find *your* physical activity:-

(a) is/was dull?

(b) is/was hard work?

(c) is/was too time consuming?

(d) is/was too difficult?

(e) makes/made you tense?

(f) has/had disrupted your family life?

(g) has/had lead to distasteful club or group activity?

(h) lead to any other effects *you* consider undesirable?

(i) Please specify.

As in question 10, these questions derived from S.P.C.'s claims for physical activity. They illuminated possible negative aspects of adoption as perceived by the adopters or verified S.P.C.'s statements. The replies were regarded as consequences of adoption.

12. (a) Have *you* moved here since September, 1971?

(b) If so, when?

S.P.C. was formed in September, 1971 and national publicity began soon afterwards so it was possible for Saskatonians to be influenced by S.P.C. before Participaction Saskatoon's main efforts began in late 1972. However, the crucial year for likely influence in Saskatoon was 1973 and so, by computer coding the year from 12(b), it was possible to determine a likely cause of possible non-influence by Participaction. Hence the reason for moving straight to question 12 if the responses to questions 1 or 2 were negative.

13. What is *your* main occupation?

14. What is your wife's/husband's main occupation?

These questions were designed to elicit the socio-economic class status of the respondents. This was done by classifying the occupations according to the Blishen (1958: 519-531) scale [Appendix H, infra p. 266] which classified people according to income and years of education by occupation. The information was of value since it allowed testing to determine if such classification made any difference regarding adoption of the innovation. Whether it did or did not, would be a consequence of the campaign. For the same possibly differentiating reasons, question 15 was asked:

In which age range are *you*? 20-24; 25-34;
35-44; 45-64; 65 -

The age ranges were selected to correspond with the ages used by Kirsh et al. (1973) in their A Leisure Study--Canada 1972.

Finally, when coding the information from the questionnaire for computer analysis, the sexes of the respondents were included for similar differentiating reasons to those explained in questions 13-15.

The pilot study. A pilot study using 50 structured interview--questionnaires was conducted in five suspectedly different socio-economic communities of Edmonton during June 1974 with the principal objective of finding weaknesses in the pilot questionnaire. It also provided the interviewers with practice in applying the desired principles of interviewer behaviour which have been outlined [infra p. 50]. During and after the pilot study, the structured interview-questionnaire was revised five times from the original form until the one used in the study was finalized. The main changes were in the grouping and order of questions and in deciding which respondents should not answer certain questions--hence the interviewer directions after questions 1 and 2.

Initially, there was some reluctance on the part of interviewees to answer questions when they saw the university headed introduction sheet [infra p. 267]--apparently, they imagined it was a knowledge test and so notes (ii) and (iii) were added at the top of the questionnaire and made clear to all respondents.

Finally, the personal nature of the questions required special emphasis, otherwise it was common for interviewees to reply for other members of the family but not for themselves. Thus, the "you's" were underlined on the questionnaire to remind the interviewers to assure the meaning by voice inflexion and by interpretation if necessary. Originally, also, the pilot questionnaire contained some questions relating to family participation in physical activities and family perceptions of them. However, the replies were felt to be too subjective and unreliable so they were excluded. For similar reasons, children were excluded but an additional reason for leaving them out was that physical activity was not entirely a matter of free choice for them.

Of some interest but no significance to the total study, the pilot project showed that 36 people (72 percent) had heard of S.P.C. and that five people (10 percent) had been induced to take more physical activity by S.P.C. Edmonton, of course, had only witnessed the national mass media campaign of S.P.C. which, according to this pilot study, was not heard by 14 people (28 percent).

Collection of the Data

During July 1974, the structured interview-questionnaires were administered at Saskatoon to the unrestricted random sampling of the population (n = 400). To equalize the chance of adult females and males being at home, interviewing took place between 4:30 p.m. and 9:30 p.m. on week-days and between 10:00 a.m. and 9:00 p.m. on weekends.

The time at each dwelling required for each interview varied between five minutes and thirty-five minutes. Further time was spent travelling between, and locating, each dwelling. Visits to a neighbour on ~~either~~ side of the selected dwelling were extremely rare and very little interviewee antagonism was encountered after the letter of introduction had been presented [infra p. 267].

Interviewer behaviour strictly adhered to the following principles which were suggested by Lovell and Lawson (1970: 119):

1. The interviewer must convey the impression to the subject that he is in possession of information or knowledge which the interviewer needs and which no one else can provide.
2. The respondent must be assured that the information given will be confidential.
3. If the interviewer is outside the hierarchical structure in which the subject works or studies, then the subject should be informed of this.
4. The interviewer must be pleasant and restrained in manner rather than too friendly. He should also avoid giving the impression of being superior, patronizing, clever or sly, and should not threaten or bully the subject.
5. The rules of the interview or procedure to be followed must be carefully followed.
6. The interviewer should avoid giving hints by his facial expression or his tone of voice as to the answers he would prefer to be given.

Since the sex, age, and physical appearance of the interviewer are factors which may cause variance in answers or unreliable responses it is recorded here that all the interviews were conducted by the investigator (aged 38) and his wife (aged 36) who attempted to present a well-groomed appearance throughout the questioning.

The unobtrusive measures were researched during the daytime of July and early August, 1974 by the following methods:

(a) Personal interviews.

(b) Telephone interviews.

(c) On site observations.

(d) Letters

(e) Research in newspaper files.

The specific measure used for each consequence is recorded in Chapter IV. Letters of thanks were sent to contributors.

Analysis of the Data

Overall analysis. Descriptive research analysis classified the raw data into Rogers' and Shoemaker's (1971: 323) model of the consequences of innovations under the following major headings:

1. Functional Consequences
   Direct Consequences
   Manifest Consequences

2. Dysfunctional Consequences
   Indirect Consequences
   Latent Consequences

Rogers and Shoemaker (1971: 17) classified them in that way because change agents usually introduce into a client system, innovations which they expect to be functional, direct, and manifest.

An attempt was also made to assess the meaning of the innovation. That is, the subjective perception of the innovation by the clients. Meaning was one of the three intrinsic elements of every innovation which Linton (1936: 402-404) said change agents should recognize. Linton's other elements were form, the directly observable physical appearance of the innovation, and function, the contribution of the idea to the way of life of the system's members. Linton believed that form and function could be anticipated and predicted but seldom could change agents predict meaning. That view was close to Ellis' (1973: 145) for, when writing about "Why People Play", he said:

> Success must be evaluated in terms of the arousal-seeking behavior the activity sustains. Arousal-seeking requires novel, complex, and dissonant interactions. These interactions can only be related to an individual. Thus, success in a recreation setting can be gauged only in terms of an individual's expectations.

Rogers' and Shoemaker's (1971) model was used in this investigation because it provided the terminology and framework to describe the sociological phenomena which were being observed and described.

Computer analysis. The data were analyzed in the Department of Computing Services at the University of Alberta. The computer was an IBM 360/67 which was run under the Michigan Terminal System (MTS). By making the necessary modifications (Precht, 1974) to the Statistical Package for the Social Sciences (SPSS), it was possible to meet the requirements of this study--that is, tables of frequency and cross-tabulation were produced while the chi-square statistic was used to test for differences in varied reactions to the innovation with regard to the respondents' ages, sexes, and occupational classes. That was done by testing for independence between row and column variables in the chi-square contingency tables. If the chi-square was significant, it demonstrated that row and column variables were not independent.

CHAPTER IV

RESULTS AND DISCUSSION

Introduction

The consequences of S.P.C.'s campaign at Saskatoon, which took place between September 1971 and August 1974, were investigated--particularly the consequences of adopting the innovation "Sport For All" but, in addition, the more general (perhaps indirect) consequences manifested by, and caused by, Participaction Saskatoon.

In this chapter the results of the investigations are recorded, interpreted, and discussed. During the discussion, some of the terminology of Rogers' and Shoemaker's (1971) model was used but the consequences were not classified into the model until the "conclusion" section of Chapter V. The findings elicited from the structured interview-questionnaire were stated first and those emanating from the unobstrusive measures followed.

Structured Interview-Questionnaire Findings

Sample characteristics. Four hundred subjects constituted the unrestricted random sampling of the Saskatoon population. Figure 4 [infra p. 55] illustrates the age and sex distributions of the sample--there was a total of 226 females and 174 males representing, respectively, 56.5 percent

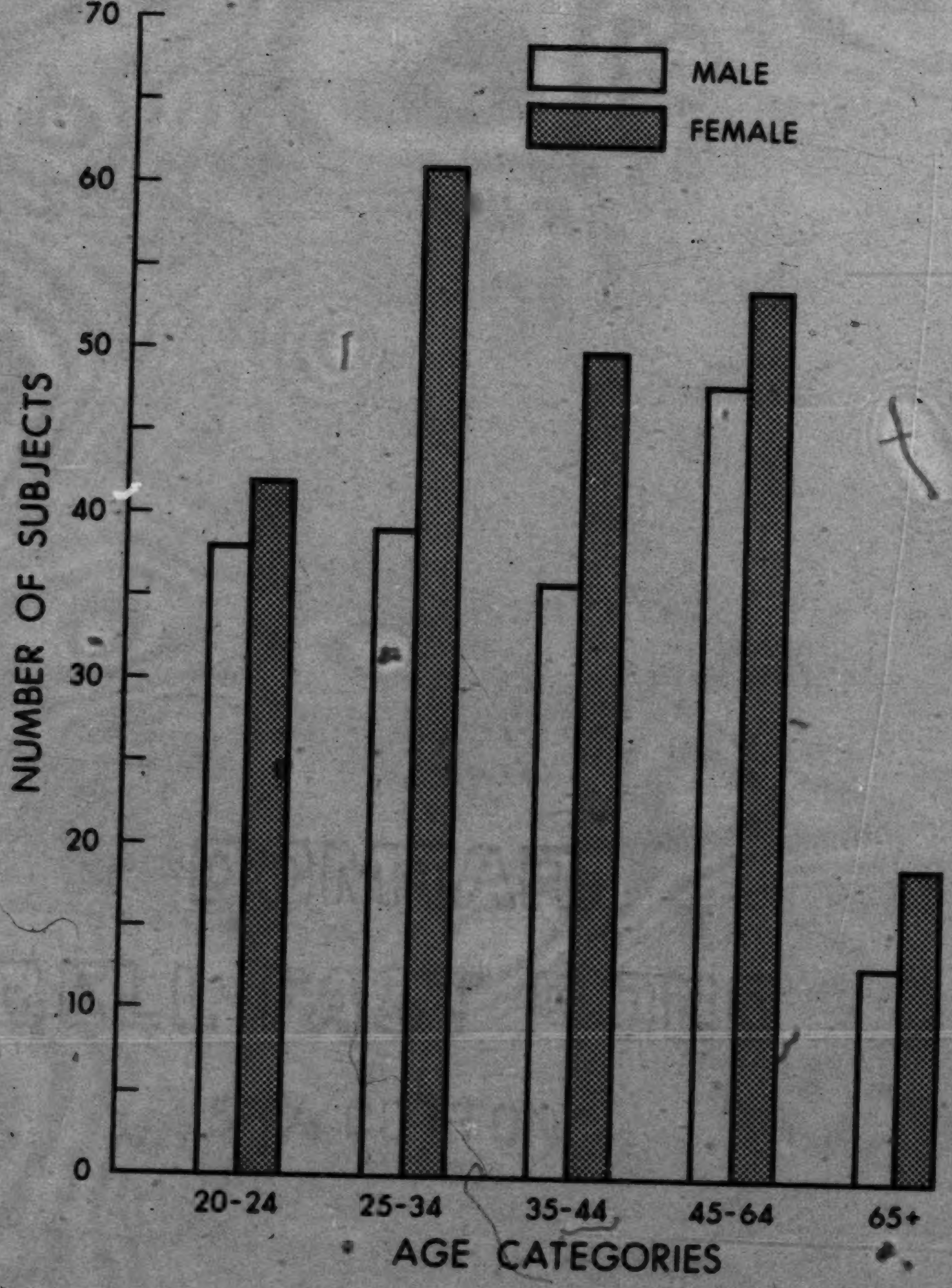


FIGURE 4 — FREQUENCY DISTRIBUTION OF MALE AND FEMALE SUBJECTS

and 43.5 percent of the total sample.

The sample was subdivided into occupational classes according to the divisions suggested by Blishen (1958) and the demarcations, as they occurred, are demonstrated in Table 1 [infra p. 57]. For interest, the comparison with Blishen's percentages are presented at the bottom of Table 1. Similar undulations of occupational class percentages were noted but, because of differences in time and place of gathering the information, no statistical comparison would have been justified.

Of the sample population, 12.7 percent had moved to Saskatoon since September, 1971. The numbers of subjects who moved to Saskatoon in the successive years since 1971 was:

1972: 16 subjects (31.4 percent of the new residents)
1973: 20 subjects (39.2 percent of the new residents)
1974: 15 subjects (29.4 percent of the new residents)

These figures were recorded so that they could be related to the impact of the total S.P.C. campaign in Saskatoon. For instance, they might help to explain why some subjects had not heard of S.P.C.

Question 1. Have you heard of Sport Participation Canada, also called Participaction--the Canadian Movement for personal fitness?

Ninety percent (360 subjects) replied "yes" and 10 percent (40 subjects) replied "no". Of those who affirmed, 90.2 percent were males and 89.8 percent were females. The chi-square test indicated that sex differences did not

TABLE 1

Frequency Distribution According to Occupational Classes* of Male and Female Subjects

Age Group/ Sex		Occupational Class 1	2	3	4	5	6	7
20-24	M		8	14	2	4	7	3
	F		2	21	3	6	7	1
	Total		12	35	5	10	14	4
25-34	M	2	8	4	3	12	4	6
	F		20	12	1	11	10	7
	Total	2	28	16	4	23	14	13
35-44	M	4	7	2	3	10	6	4
	F	3	11	6	5	9	11	5
	Total	7	18	8	8	19	17	9
45-64	M	5	10	7	1	11	7	7
	F		20	3	4	11	9	7
	Total	5	30	10	5	22	16	14
65+	M		2			3	4	4
	F		2	1		5	6	5
	Total		4	1		8	10	9
Totals		14	92	70	22	82	71	49
%		3.50	23.0	17.5	5.5	20.5	17.7	12.2
Blishen (1958 %)		0.9	10.7	6.3	7.0	34.2	19.6	21.3

[*] The list of occupations included in each class can be seen in Appendix H, infra p. 266.

significantly affect responses (probability 0.9732)*. However, the chi-square tests demonstrated that age (probability 0.0000) and occupational class (probability 0.0000) did make significant differences to the number who had heard of S.P.C. The differences are illustrated in Figures 5-6 [infra pp. 59-60] and particularly show that awareness of S.P.C. declined with age after 45 years and sharply after 65 years. Similarly, with occupational class, the lack of awareness demonstrably occurred in class 7.

It was assumed, because of the less intense campaign [cf. infra p. 203], that only those who moved to Saskatoon in 1974 could reasonably have been expected to be unaware of S.P.C. In fact, 3.7 percent (15 subjects) of the sample moved to Saskatoon in 1974 and neither age (chi-square probability 0.7563) nor occupational class (chi-square probability 0.1617) made any significant difference to movement. Of the 15 new residents, only one was in occupational class 7 and none was over 65 years. If it is considered reasonable for the 1974 movers not to have heard of S.P.C., an effective 93.7 percent of total population could be expected to hear of a Participaction Saskatoon type campaign.

> Question 2. Did *you* decide to become physically active, or more active, (at least once a week for 2 months) as a result of Participaction's campaign?

---

[*] The raw chi-squares and degrees of freedom of all quoted probabilities are in Table 17 of Appendix I, infra p. 280. Probabilities, throughout the study, which were greater than 0.0500 were considered N.S.

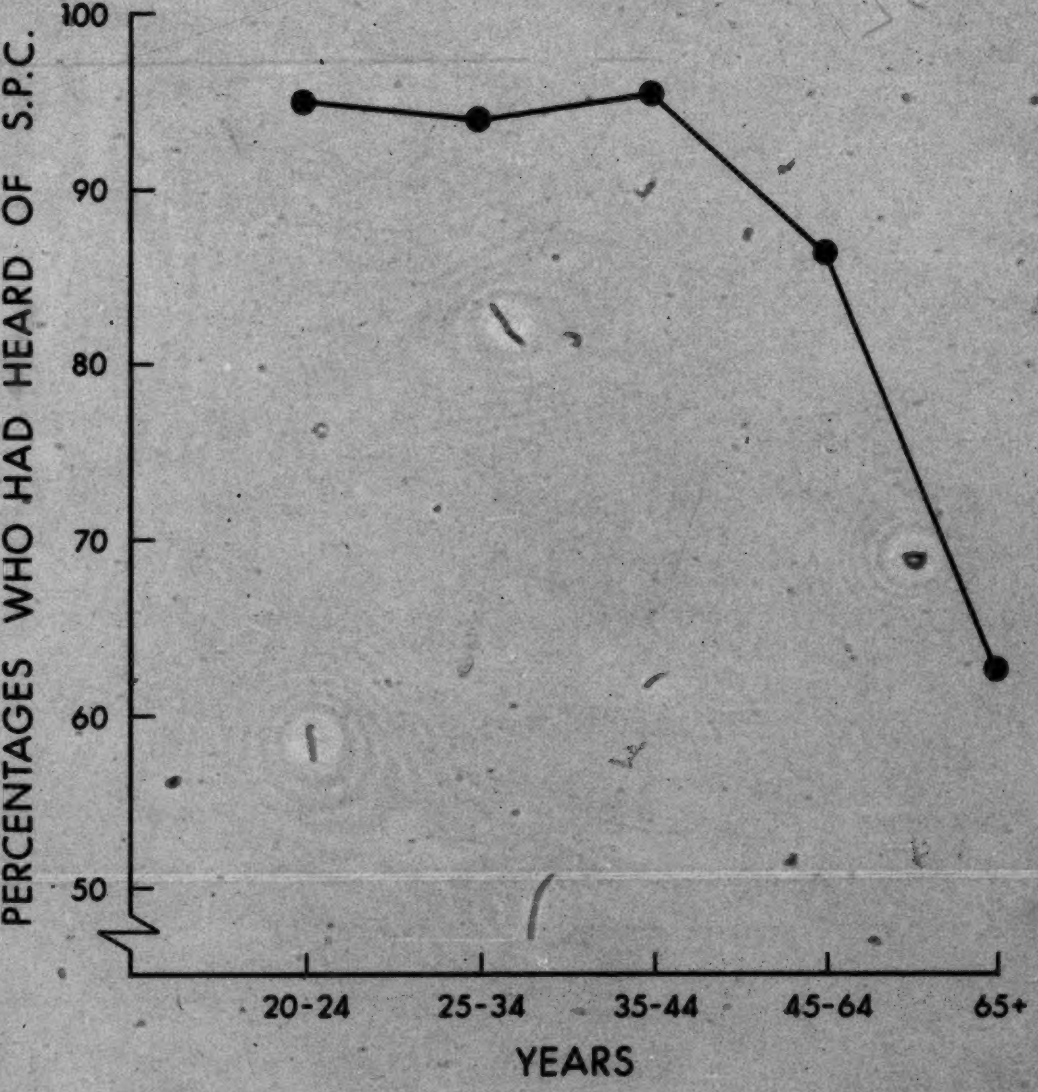


FIGURE 5 – PERCENTAGES OF THE SAMPLE, ACCORDING TO AGE RANGES, WHO HAD HEARD OF S.P.C.

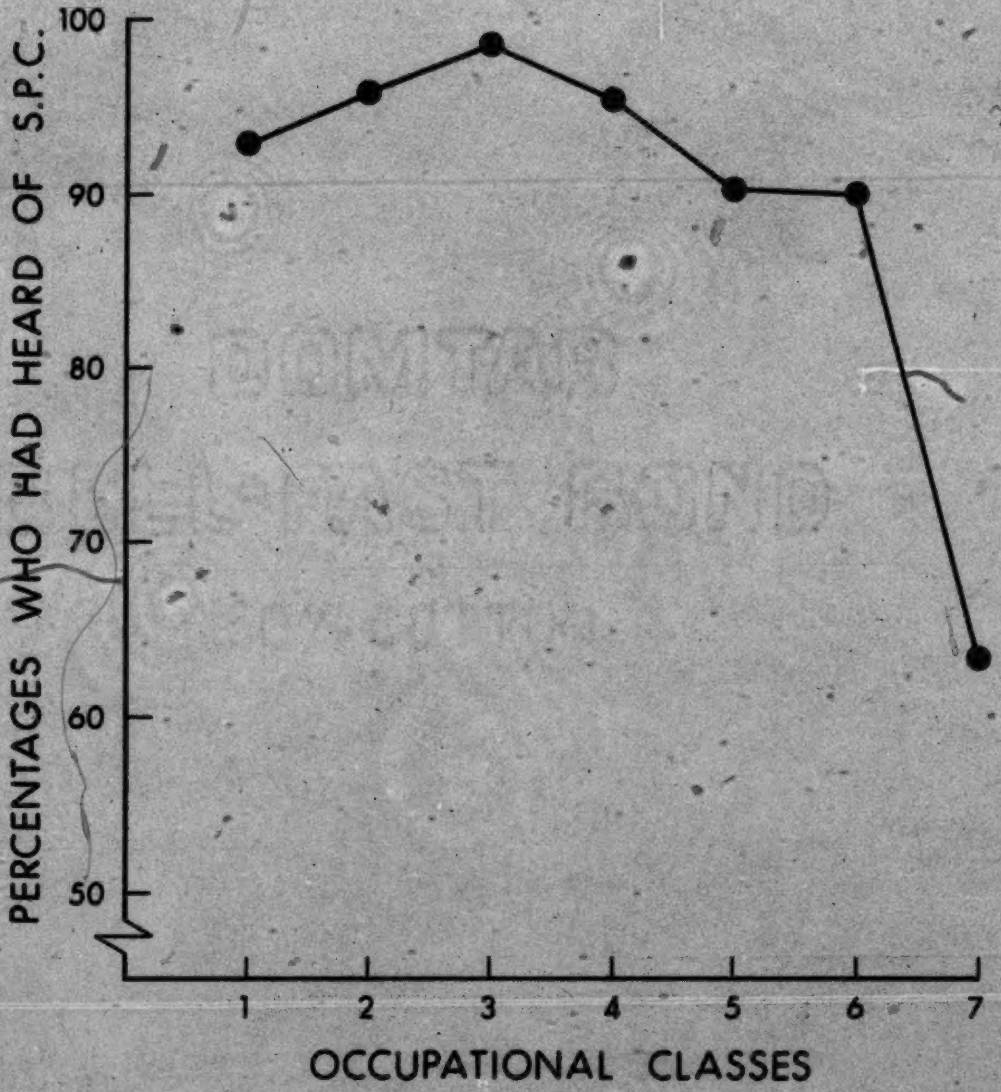


FIGURE 6 — PERCENTAGES OF THE SAMPLE, ACCORDING TO OCCUPATIONAL CLASSES, WHO HAD HEARD OF S.P.C.

Twenty-six point seven percent (96 subjects) replied "yes" and 73.3 percent (264 subjects) replied "no" out of the 360 subjects who had replied "yes" to question 1. That indicated the number who initially adopted the innovation "Sport For All" though some of the 26.7 percent later became rejectors [infra, question 4]. Of the adopters, 24.8 percent were males and 28.1 percent were females. The chi-square test demonstrated that sex differences did not significantly affect the responses (probability 0.5695). However, the chi-square tests demonstrated that age (probability 0.0000) and occupational class (probability 0.0255) did make significant differences to the numbers of those adopting the innovation "Sport For All". The differences are illustrated in Figures 7-8 [infra pp. 62-63]. and particularly show that adoption decreased sharply with age. With occupational class, adopters were significantly more evident in the classes 2 to 5 and much less so in the extreme classes 1, 6, and 7.

Question 3. Are *you* a regular exerciser (at least once/week for the past two months) now?

Forty-two point five percent (153 subjects) replied "yes" and 57.5 percent (207 subjects) replied "no" out of the 360 subjects who had replied "yes" to question 1. The numbers of subjects who replied "no" to question 2 and "yes" to question 3 was 92 (25.5 percent) which indicated that those people considered themselves regular exercisers, by this

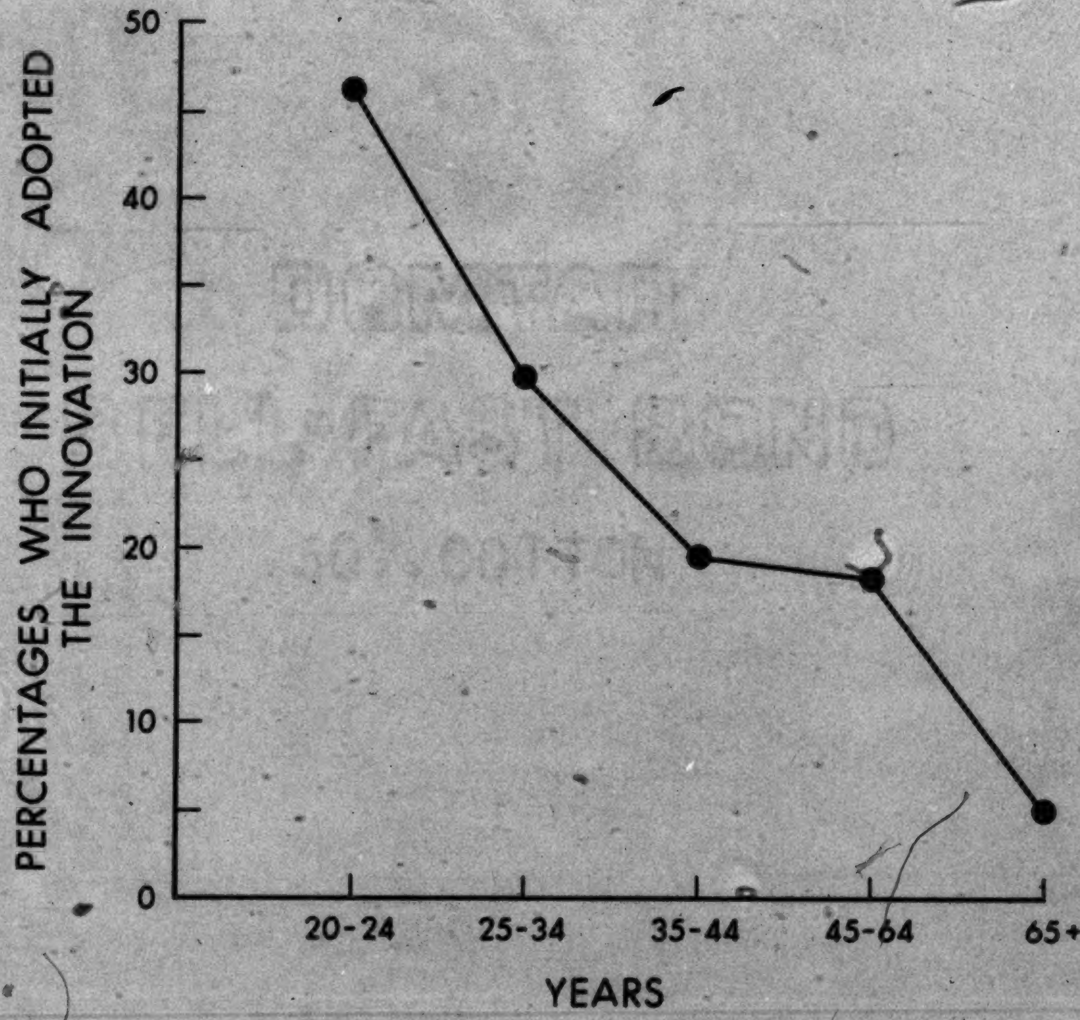


FIGURE 7 – PERCENTAGES OF THE SAMPLE, ACCORDING TO AGE RANGES, WHO INITIALLY ADOPTED THE INNOVATION

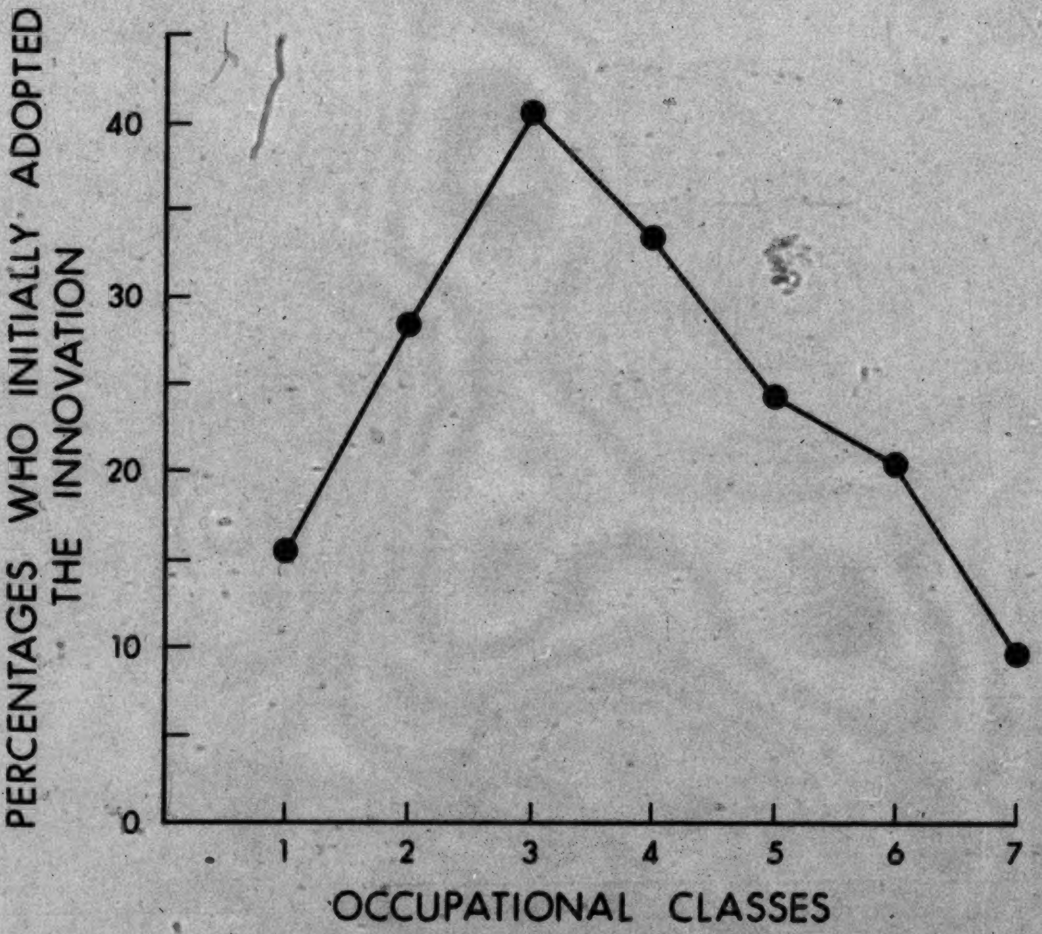


FIGURE 8 — PERCENTAGES OF THE SAMPLE, ACCORDING TO OCCUPATIONAL CLASSES, WHO INITIALLY ADOPTED THE INNOVATION

study's definition, despite Participaction's campaign. Sixty-one subjects (16.9 percent) answered "yes" to questions 2 and 3 which meant they had adopted the innovation, because of Participaction, and continued to use the innovation up to the time of the inquiry. The absolute percentage of regular exercisers may have been slightly higher than 42.5 percent in view of the fact that the 10 percent (of 400) who replied "no" to question 1 were not asked questions 2 and 3. One hundred and seventy-two subjects (47.7 percent of 360) responded "no" to questions 2 and 3 which meant they were rejectors of the innovation.

The chi-square test indicated no significant difference (probability 0.5508) between males who were 44.6 percent affirmative and females who were 40.9 percent affirmative.

For those who were regular exercisers, but not just because of the campaign, chi-square tests revealed that age (probability 0.0235) and occupational class (probability 0.0127) made significant differences to participatory levels. The differences are shown in Figures 9- 10[infra pp. 65-66] and particularly demonstrate that participation in physical activity decreased sharply after the early twenties and then rose steadily but at a low rate. With reference to occupational class, exercisers were most evident in classes 1 through 5--there being a sharp decline shown by classes 6 and 7.

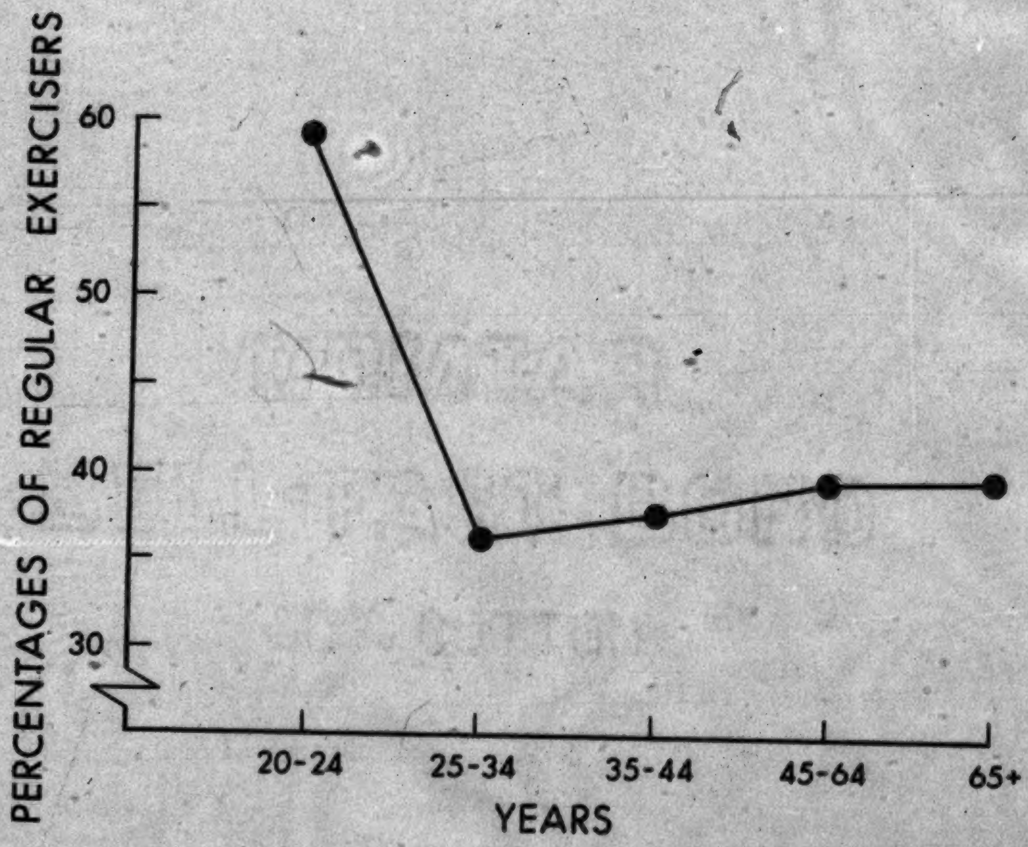


FIGURE 9 — PERCENTAGES OF THE SAMPLE, ACCORDING TO AGE RANGES, WHO WERE REGULAR EXERCISERS

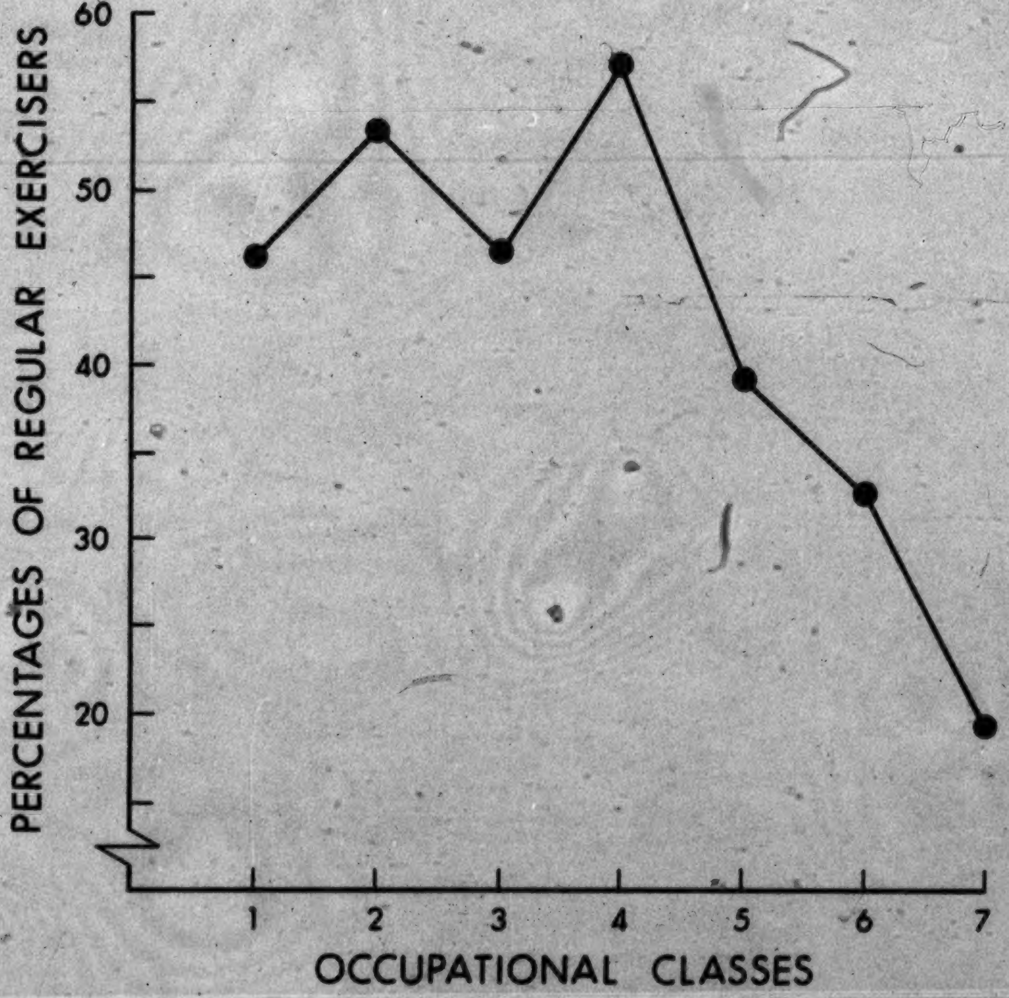


FIGURE 10 — PERCENTAGES OF THE SAMPLE, ACCORDING TO OCCUPATIONAL CLASSES, WHO WERE REGULAR EXERCISERS

Question 4. After Participaction's campaign started, did *you* begin your physical activity then cease after a while?

Of the 96 subjects who initially adopted the innovation "Sport For All", 37 subjects (38.5 percent of 96 and 10.3 percent of 360) replied "yes" and 59 subjects (61.5 percent of 96 and 16.4 percent of 360) replied "no". That meant 10.3 percent of adopters later became rejectors.

Neither sex, nor age, nor occupational class made any significant differences to the number of those deciding to become later rejectors. The respective chi-square tests' probability figures for sex, age, and occupational class being 0.2918, 0.2053, and 0.9398.

Question 5. After Participaction's campaign started, did *you* reject physical activity then begin later?

One subject replied "yes" which meant there was no statistical significance to be gleaned. It did demonstrate, however, that there was no tendency towards laggardly adoption which may indicate that the campaign, as it stood and stands, has made whatever impact it is going to make as far as new adopters are concerned.

Question 6. *Very briefly* why did *you* start taking part in physical activity?

The 96 subjects who initially adopted the innovation "Sport For All" were the ones who responded to this question. It may provide insight for future change agents to know the reasons and, also, to see how sex, age, and occupational class affected the reason--Tables 2-4 [infra pp. 69-71] demonstrate the various reasons.

> Question 7. In which recreative physical activity(s) do/did *you* participate?

The wide range of physical activities in which the respondents participated is listed in Table 5 [infra pp. 72-73]. Chi-square tests were conducted to see if the variables sex and chosen activities were independent and these had to be administered in four groups because of the computer coding. The test relating sex with activities #1 to #8 showed a probability of 0.0002 which was principally caused by female preference for walking, cycling, swimming, and the male preference for jogging. Activities #9 to #31 demonstrated no significant interdependence of sex and activity.

When the chi-square test was applied to age and activity, no significant differences were found, though, walking was more popular than would have been expected in the age range 35-64 years, while the number of joggers was noticeably higher than expected in the 20-24 years age range.

Considering the possible interdependence of occupational class and choice of activity, a chi-square test probability of 0.0005 was evident when applied to activities #1 to #8--most significantly showing a class 5 preference for walking. It was not possible to interpret any further significant differences, because of the very low numbers

TABLE 2

Distribution of Adopters According to Sexes and Reasons for Adoption

Reason	Male	Female	Combined Frequency	% of 96	% of 360
Get Fit	11	24	35	36.5	9.7
Lose Weight	7	14	21	21.9	5.8
Social Reasons	1	2	3	3.1	0.8
Medical Reasons [Pathological]	2	1	3	3.1	0.8
Feel Better	3	2	5	5.2	1.5
Campaign Influence [Need demonstrated]	10	12	22	22.9	6.2
Enjoyment	5	2	7	7.3	1.9
Total	39	57	96	100.0	26.7

The chi-square test probability when relating sex and reason for adoption was 0.3858 [N.S.].

TABLE 3

Distribution, According to Age Ranges of Reasons for Adoption

Reason	YEARS 20-24	25-34	35-44	45-64	65+
Get Fit	15	10	4	6	
Lose Weight	2	11	4	4	
Social Reasons	2			1	
Medical Reasons [Pathological]	1		1	1	
Feel Better	3	1	1		
Campaign Influence [need demonstrated]	7	6	4	4	1
Enjoyment	5		2		
Total	35	28	16	16	1

The chi-square test probability when relating age and reason for adoption was 0.3954 [N.S.].

TABLE 4

Distribution, According to Occupational Classes, of Reasons for Adoption

Reason	Occupational Class 1	2	3	4	5	6	7
Get Fit	1	9	13	1	8	3	
Lose Weight		6	1	2	6	4	2
Social Reasons			2				1
Medical Reasons [Pathological]			1	1		1	
Feel Better		1	3			1	
Campaign Influence [Need demonstrated]		7	6	2	4	3	
Enjoyment	1	2	2	1		1	
Total	2	25	28	7	18	13	3

The chi-square test probability when relating occupational class and reason for adoption was 0.2116 [N.S.].

TABLE 5

Distribution, According to Sexes, of the Principal Activities Participated in by the Adopters

#Activity	Male	Female	Combined Frequency	% of 96	% of 360
1. Track & Field		1	1	1.0	0.3
2. Walking	9	22	31(7)	32.3	8.6
3. Ballroom Dance		1	1	1.0	0.3
4. Cycling	2	10	12(5)	12.5	3.3
5. Swimming	1	11	12(4)	12.5	3.3
6. Jogging	12	3	15(7)	15.6	4.2
7. Skiing	1	3	4(1)	4.2	1.1
8. Cross Country Ski	2	3	5(4)	5.2	1.4
9. Water Skiing	2		2	2.1	0.6
10. Badminton	2	4	6(1)	6.2	1.7
11. Tennis	3	1	4	4.2	1.1
12. Golf	2	1	3(2)	3.1	0.8
13. TV Exercises	1	2	3(2)	3.1	0.8
14. Hockey	3		3(2)	3.1	0.8
15. Baseball	1		1(1)	1.0	0.3
16. Volleyball		1	1	1.0	0.3
17. Basketball		1	1	1.0	0.3

TABLE 5 (Continued)

#Activity	Male	Female	Combined Frequency	% of 96	% of 360
18. Canoeing		3	3(1)	3.1	0.8
19. Fastball	4		4(2)	4.2	1.1
20. Curling	2	2	4(1)	4.2	1.1
21. Skating		2	2(2)	2.1	0.6
22. Speed Skate	1		1(1)	1.0	0.3
23. Roller Skate		1	1	1.0	0.3
24. Weight Train	3		3(1)	3.1	0.8
25. Football	1		1	1.0	0.3
26. Yoga		1	1(1)	1.0	0.3
27. Skipping		2	2(1)	2.1	0.6
28. Gardening	1		1	1.0	0.3
29. Calisthenics	1	2	3(1)	3.1	0.8
30. Stationary Bike		2	2(1)	2.1	0.6
31. Softball	1		1	1.0	0.3
Total	39	57	*	*	*

*Total percentages were not appropriate because some individuals took part in more than one activity.

( ) Indicates the numbers of adopters who later became rejectors.

involved.

Question 8. Where do/did *you* participate? The venues where the adopters participated are listed in Table 6 [infra p. 75]. Chi-square tests were administered to see whether or not choice of venue was dependent on either sex, age, or occupational class but, no chi-square was found of sufficient magnitude to imply inter-relationships. Table 6, however, does clearly show that the neighbourhood was the most favoured venue of adopters.

Question 9. On average, how many days a week do/did *you* take part in physical activity? The frequencies of daily participation in physical activities are recorded in Table 7 [infra p. 76]. Chi-square tests were conducted to see whether or not daily frequency of participation was dependent on either sex, age, or occupational class but, no chi-square was found of sufficient size to suggest inter-relationships.

Question 10. The question, and the percentages of adopters' responses, are immediately hereunder.

Does/did *your* physical activity give you:

(a) fun?	YES 90.6	NO 9.4
(b) a relaxed feeling?	YES 85.4	NO 14.6
(c) an increased sense of well-being?	YES 92.7	NO 7.3
(d) increased vitality and energy?	YES 81.3	NO 18.8
(e) a happier (more optimistic) mental attitude?	YES 80.2	NO 19.8
(f) improved family life?	YES 41.7	NO 58.3
(g) enjoyable club or group activity?	YES 27.1	NO 72.9
(h) any other effects you consider desirable?	YES 16.7	NO 83.3

(i) Please specify [see Table 8, infra p. 77].

TABLE 6

Distribution, According to the Adopters' Sexes, of Physical Activity Venues

#Venue	Male	Female	Combined Frequency	% of 96	% of 360
1. Neighbourhood	25	40	65 (26)	67.7	18.1
2. Private Pool	2	3	5 (1)	5.2	1.4
3. Y.M.C.A.	3	1	4	4.2	1.1
4. Y.W.C.A.		3	3 (3)	3.1	0.8
5. University	2	2	4 (1)	4.2	1.1
6. Private Club	6	4	10 (4)	10.4	2.8
7. Lake		3	3 (1)	3.1	0.8
8. City Park	1		1	1.0	0.3
9. River	1		1	1.0	0.3
10. Rockies		2	2	2.1	0.6
Total	39	57	*	*	*

*Total percentages were not appropriate because some individuals used more than one venue.

The chi-square test probabilities when relating sex and venue were: Venues #1-#8 0.2623 [N.S.].
Venues #9-#10 0.2427 [N.S.].

( ) Indicates the numbers of adopters who later became rejectors.

TABLE 7

Distribution, According to the Adopters' Sexes, of the Frequency of Physical Activity

Days Per Week	Male	Female	Combined Frequency	% of 96	% of 360
1	9	9	18(14)	18.8	5.0
2	9	7	16(11)	16.7	4.5
3	4	8	12(2)	12.5	3.3
4	3	5	8(2)	8.3	2.2
5	3	10	13(4)	13.5	3.7
6		3	3	3.1	0.8
7	11	15	26(4)	27.1	7.2
Total	39	57	96	100.0	26.7

The chi-square test probabilitity when relating sex and daily frequency was 0.3888 [N.S.].

( ) Indicates the numbers of adopters who later became rejectors and demonstrates that those with a high frequency of participation generally continued to be adopters.

TABLE 8

Distribution of "Other" Desirable Consequences

Other Desirable Consequences	Male	Female	Combined Frequency
Lost Weight	5	5	10
Slept Better	1	1	2
Not Considered "Odd" to Jog		1	1
Enjoy Sun/ Fresh Air	1		1
Better Muscle Tone		2	2
No Longer "Cranky"		1	1
Aesthetic Qualities	1		1
Total	8	10*	18*

*One female listed three "other" desirable consequences.

Chi-square tests were conducted to determine whether or not there was interdependence between each of the variables sex, age, or occupational class and the responses to questions 10(a) to 10(i). The chi-square test probability figures are shown in Table 9 hereunder.

TABLE 9

Chi-Square Tests' Probability When Sexes, Ages, and Occupational Classes Were Related to Questions 10(a) to 10(i)

#10	Sex	Age	Occupational Class
(a)	0.0426*	0.7692	0.3907
(b)	0.6324	0.2250	0.1981
(c)	0.5999	0.6899	0.0118**
(d)	0.9205	0.1436	0.9743
(e)	0.1469***	0.1985	0.5580
(f)	0.1140***	0.8036	0.4150
(g)	0.9767	0.6202	0.6334
(h)	0.5771	0.6372	0.9628
(i)	0.4402	0.3719	0.7605

Examination of the contingency tables indicated that:

*Female adopters considered the innovation "fun" more than did male adopters.

**Occupational Class 3's "yes" responses fell well below the expected number when asked if their sense of well-being increased.

***The tendency towards statistical significance was caused by more favourable female reaction to the innovation.

Of the adopters who later became rejectors, the following percentages replied affirmatively to 10(a) 86.5, 10(b) 83.5, 10(c) 83.5, 10(d) 70.3, 10(e) 64.8, 10(f) 24.3, 10(g) 24.3, and 10(h) 21.6.

Generally, it was seen that the perceptions of the adopters of the innovation very largely concurred with the claims made for the innovation by S.P.C. The vast majority thought their physical activity was fun, made them relaxed, increased their feeling of well-being, gave them increased energy, and gave them a happier mental attitude. Many (41.7 percent) thought the innovation had improved their family life and 27.1 percent had been induced to enjoyable club activity. However, additional desirable consequences were noted [supra p. 77] and, even adopters who later became rejectors, had very favourable impressions of the innovation.

Question 11. The questions, and the percentages of adopters' responses, are immediately hereunder.

Do/did *you* find *your* physical activity:

(a) is/was dull?	YES	7.3	NO	92.7
(b) is/was hard work?	YES	24.0	NO	76.0
(c) is/was too time consuming?	YES	12.5	NO	87.5
(d) is/was too difficult?	YES	3.1	NO	96.9
(e) makes/made you tense?	YES	1.0	NO	99.0
(f) has/had disrupted your family life?	YES	1.0	NO	99.0
(g) has/had lead to distasteful club or group activity?	YES	0.0	NO	100.0
(h) lead to any other effects *you* consider undesirable?	YES	3.1	NO	96.9
(i) Please specify.				

Only three respondents noted "other" undesirable consequences which were bruises, sore muscles, and a sprained ankle.

Chi-square tests were administered to determine whether or not there was interdependence between each of the variables sex, age, or occupational class and the responses to questions 11(a) to 11(h). The chi-square test probability figures are shown in Table 10, infra p. 81.

Generally, it was seen that the perceptions of the adopters of the innovation preponderantly concurred with the claims made for the innovation by S.P.C. The vast majority replied negatively to all sections of question 11.

Unobtrusive Measures' Findings

Preamble. As well as verifying and substantiating some of the consequences of adoption which were elucidated by the structured interview-questionnaire, this section demonstrates the more general consequences of S.P.C.'s efforts at Saskatoon which were particularly manifested by Participaction Saskatoon. Indeed, it may be argued, that many adopter consequences of the total S.P.C. campaign were caused by Participaction Saskatoon for it was that sub-body which made most effort at Saskatoon. Therefore, the formation of Participaction Saskatoon, itself, was a consequence of S.P.C.'s strategy and so warrants description. Furthermore, the timing of different aspects of the campaign is outlined in this part of the chapter to document what occurred and so help to clarify the total campaign strategy in relation to the

TABLE 10

Chi-Square Tests' Proabilities When Sexes, Ages, and Occupational Classes Were Related to Questions 11(a) to 11(h)

#11	Sex	Age	Occupational Class
(a)	0.1856	0.6280	0.1358
(b)	0.6812	0.6550	0.5339
(c)	0.6945	0.0223*	0.8171
(d)	0.7369	0.2489	0.8159
(e)	0.8478	0.6529	0.0455**
(f)	0.8478	0.2819	0.3745
(g)	All "no"	All "no"	All "no"
(h)	0.7369	0.7618	0.5911

Examination of the contingency tables indicated that:

*The 45-64 year old age group considered the innovation was too time consuming.

**Only one response occurred and, therefore, should not be interpreted as meaningful.

innovation-decision process and the consequences of adopting "Sport For All".

PARTICIPaction Saskatoon. According to Kisby (1973: 5)*, as well as its national media campaign, S.P.C. wanted a "grass root" personal contact force spread across Canada. To assess the effectiveness of such a co-ordinated mass media and personal contact approach it was decided to establish a Participaction "Demonstration Community". Such a community had to be one with a "better than average chance of success" and so, based on its proven record of "exceptional community spirit", Saskatoon became a possibility. A broad cross-section of community leaders were consulted by S.P.C. who then became convinced that the necessary leadership and support existed in Saskatoon. Subsequently, presentations were made by S.P.C. to the Saskatoon City's Parks and Recreation Advisory Board and to the Saskatoon City Council with results that the Parks and Recreation Advisory Board gave the project "unanimous support" and, on March 27, 1972, the City Council passed a motion whereby Saskatoon accepted the invitation to become S.P.C.'s first "Demonstration Community".

Participaction Saskatoon's strict terms of reference have been stated [supra p. 26] but, from S.P.C.'s point of view, the demonstration community was seen as a vehicle, (i) to assess the effects of various motivational techniques,

---

*This document is in Appendix D, infra p. 183.

(ii) to assess the practicality of developing heavy citizenship involvement and, (iii) to motivate other communities across Canada to follow suit. S.P.C. thought the benefits to Saskatoon would include, (i) "potential for improving the health and well-being of every citizen", (ii) "improved citizen morale, increased individual working efficiency, less absenteeism due to illness, greater community enthusiasm and pride" and, (iii) the national attention Saskatoon would receive should "assist current efforts to attract new business and industry to settle in the community" (Kisby, 1973: 7).

Soon after March 27, 1972, Saskatoon Mayor H. S. Sears appointed a sixteen-member Citizen's Committee* to lead the local project and, in September, 1972, Dr. S. Landa** was elected Chairman of Participaction Saskatoon. In the previous June, S.P.C. conducted a telephone survey of "200 randomly selected households" to determine attitudes towards physical activity which would serve as a "baseline" for future comparisons [Appendix G, infra p. 225]. Since September, 1972, the Participaction Saskatoon Committee has met monthly--firstly to clarify its purpose and subsequently to organize activities through the following major sub-committees:

---

*See Appendix D, infra p. 183.

**A representative of the medical profession who had a great interest in sports and physical fitness.

1. Media
2. Promotions
3. Public Relations
4. Finance
5. Participaction Programs

(Kisby, 1973: 13)*

Following Participaction Saskatoon's "launching reception" on November 24, 1972 the local media campaign began. Through reference to the media campaign, subsequent Saskatoon events are described--partly as consequences of the total S.P.C. campaign but, also, to show exactly what was done to produce the consequences elucidated by the structured interview-questionnaire.

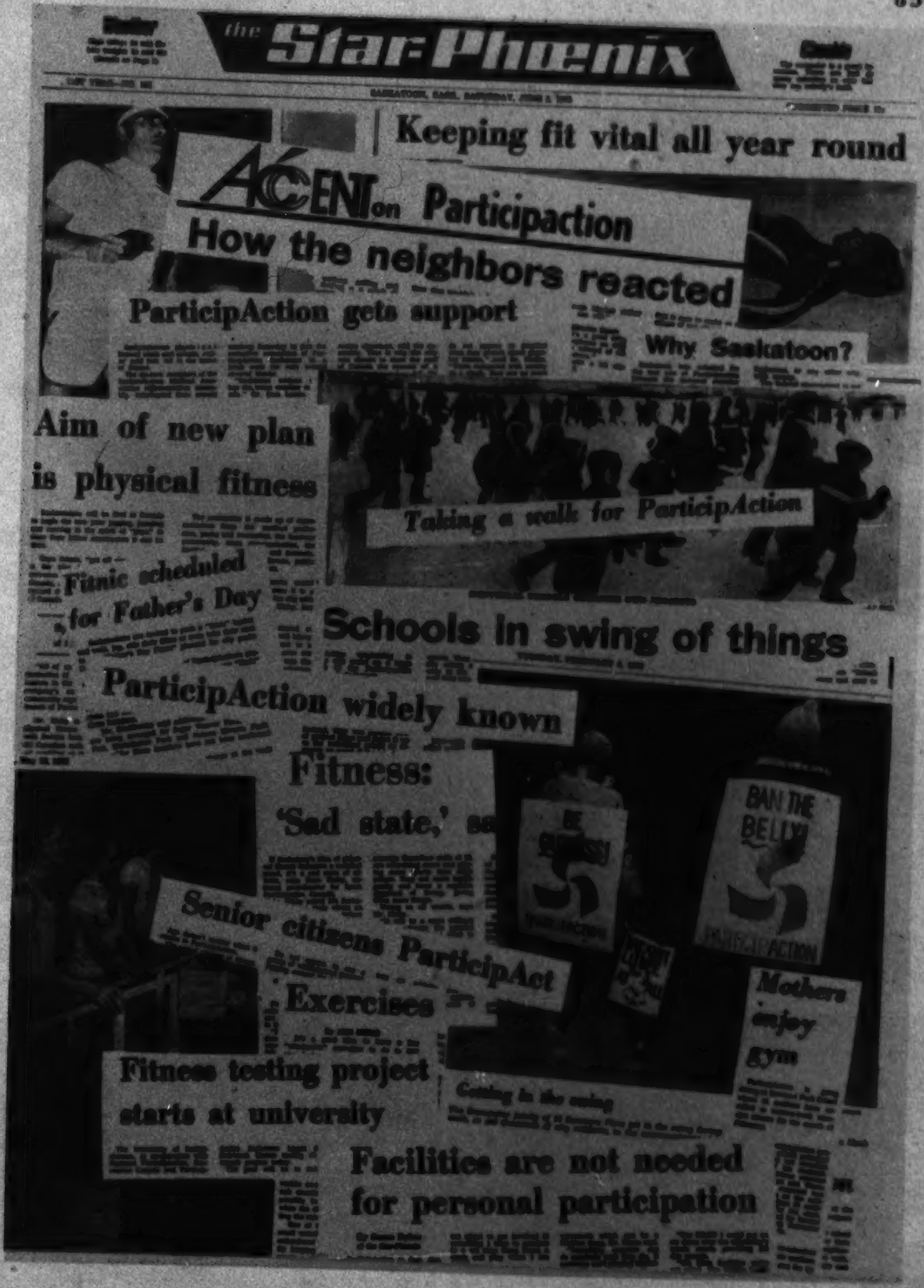
Newspaper coverage of Participaction Saskatoon. Excerpts from the only daily newspaper in Saskatoon, the Star-Phoenix, are included below to outline the extensive newspaper coverage [Plates 1,2 pp. 85-86] and, to give a chronological account of the campaign. A full list of dated newspaper entries can be found in Appendix E, infra p. 203. In addition, the weekly Saskatoon Commentator gave continuously favourable editorial support (particularly at major project times) and, also, printed photographs of newsworthy events (A. Stilling**, Personal Interview, August 1, 1974).

Immediately after the "launching reception", Saskatonians were told they would be:

---

*See Appendix D, infra p. 183.

**Editor of the Saskatoon Commentator.



the Star-Phoenix

Keeping fit vital all year round

ACCENT on Participaction

How the neighbors reacted

ParticipAction gets support

Why Saskatoon?

Aim of new plan is physical fitness

Taking a walk for ParticipAction

Fitnic scheduled for Father's Day

Schools in swing of things

ParticipAction widely known

Fitness:

'Sad state,' sa

Senior citizens ParticipAct

Exercises

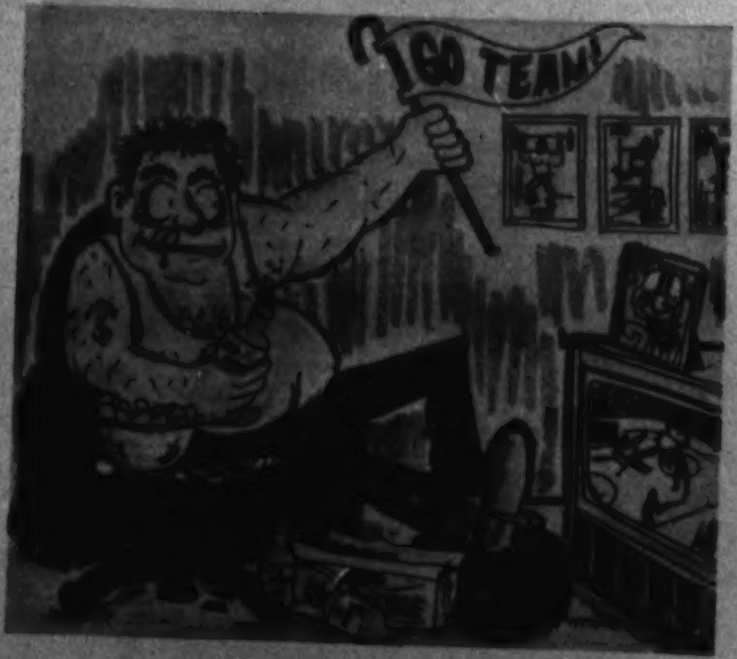
Fitness testing project starts at university

Getting in the swing

Mothers enjoy gym

Facilities are not needed for personal participation

CANADIANS ARE...



UNFIT!

You unfit? Most likely! A Saskatonian, a Canadian, and unfit! Concern about our state of physical fitness surfaced in 1943 when as a nation we became alarmed at the bad physical condition of young men entering the services. Since then the situation has steadily worsened. Studies reveal the shocking fact that Canadian adults spend 85 per cent of their leisure time in passive activities. In Saskatoon, of 294 adults interviewed recently, 64 per cent had done NOTHING in the past year to improve physical fitness. Canadians have never been more INACTIVE. We are ranked among the LEAST fit nations. Our health costs are rising faster than in almost any other developed country. It has been estimated that the annual loss to the Canadian economy from cardio-vascular disease alone is 1700 million dollars. We owe it to ourselves and to CANADA to do something NOW to reduce the staggering social cost of our passive life-styles. That's what PARTICIPACTION SASKATOON is all about . . . a community effort to prove that FITNESS IS GOOD FOR LIFE!

Where do you FIT in?

> . . . the first in Canada to begin the new year jogging, jumping and running in the spirit of "goya" . . . (Star-Phoenix, November 11, 1972).

"Goya", they were told meant "get off your ass"--an exhortation newspaper readers would see frequently later. The need for exericse, and the fun it could be, was outlined then, and later by Landa, (Star-Phoenix, December 4, 1972).

Between December 20 and December 30, 1972, the Star-Phoenix printed a serialized exercise programme which, among other things, told Saskatonians how to "winterize" their bodies--all under the general heading "Participaction". By mid-January, 1973, two-colour full-page captions exclaimed, "Canadians Are . . . Unfirst!", and went on to say how "unfit" they were (Star-Phoenix, January 13, 1973). A week later another full page display said, "Saskatonians Are . . . Unaware!", and explained how blissfully unaware people were about fitness but pointed out there was a fitness crisis (Star-Phoenix, January 20, 1973). Each of the above features stressed that Participaction was Saskatoon's programme to make everyone aware that fitness was good for life. They ended, "Where do you FIT in?", a type of word play to be used frequently in the future campaign.

The date for the first of the major promotional projects was approaching and on January 22, 1973 the Star-Phoenix gave advance warning that a "block walk" would take place in Saskatoon on February 5, 1973 at 7:30 p.m. Residents were urged to turn on their house lights, leave their homes and walk around the block to "symbolize commitment to physical activity and better health." From that date until February 5, 1973 there was considerable press publicity for the "block walk"--particularly in the Star-Phoenix supplement "Accent" (February 2, 1973) which devoted eight pages to Participaction. As well as articles and commercial advertisements relating to physical activities, there were telephone numbers of 32 sporting club secretaries and also those of 34 community recreation associations. On February 5, itself, a dignified looking displayed message from the Office of the Mayor appeared in the Star-Phoenix which ended, "G.O.Y.A.--walk with your neighbors around the block!".

> At 7:30 p.m. church bells rang, whistles blew, and sirens howled, signalling an expected 80 percent of Saskatoon's population to turn on their porch lights . . . and start walking.
>
> . . . Russ Kisby . . . said the block walk went exceptionally well (Star-Phoenix, February 6, 1973).

During the following few weeks several large two-coloured notices appeared in the Star-Phoenix which always depicted a typical family of two adults and a child, silhouetted in red, by the side of which were messages such as:

> Don't Hang Out With Slobs. Run Again.
> Ban The Belly. Walk Again.
> Be Gutless! Exercise Again.
> Gross National Product. Skate Again.
> Take It Off! Sweat Again.
> Be Firm! Get Going Again.
> Would You Look At You Twice? Swim Again.

By March 6, 1973 the Star-Phoenix was able to announce that the Toronto Dominion Bank[*] had donated office space for Participaction Saskatoon in a prime downtown setting from where the newly appointed co-ordinator, C. Garvie[**], would carry out his duties. Indeed, the shop on Second Avenue became a focal point for Participaction Saskatoon from which Garvie was able to give advice and distribute vast amounts of promotional material. On the same day, the paper announced that Participaction's second major promotion would be one in which the citizens of Saskatoon would "walk the 24,901.55 mile circumference of the world". Considerable advertising was given to the event, the idea being that each walker should register his mileage at one of 70 schools between 7:30 p.m. and 9:30 p.m. on March 19, 1974. Afterwards Garvie was reported as saying:

> The results are fantastic. Everyone had a lot of fun. . . People were out meeting their neighbors, having a good time, and getting exercise . . . (Star-Phoenix, March 20, 1973).

In fact 25,790 residents walked a total of 61,189 miles at an average of 2.4 miles per person--two and a half times around the world (Star-Phoenix, March 20, 1973). Two big red nobbly feet were pictured across one third of a newspaper page and the caption read, "What About Our Stupendous Feat?" (Star-Phoenix, March 29, 1973).

---

[*] Seven other businesses assisted.

[**] A retired school principal who had great interest in the project.

During April and May 1973, a new vocabulary was introduced via the Star-Phoenix to Saskatonians. Examples appear hereunder to demonstrate the amusing approach which attracted attention--all were accompanied by a comical, rather plump, cartoon figure marked "GOYA":

> FITigue: GOYA term describing the pleasant feeling of well-being that creeps over people after they have engaged in vigorous physical activity. FITigue can be induced anywhere, any time, alone or with others; and you don't need to belong to any club, organization or team; or own any expensive equipment. Many, once having induced this euphoric state become addicted to running, walking, skating, swimming, skipping, and even FIT-picking. Their hearts beat rapidly, their lungs expand, and they perspire freely; but even those totally addicted seem to suffer no serious after effect. FITigue--do something to bring it on. It's good for life (Star-Phoenix, April 25, 1973).

. . .

> FITpicking: GOYA word for walking around your yard, on the street, in a public park, in the open countryside, anywhere; and bending, stooping, or squatting to collect ecologically foreign objects such as candy bar wrappers, empty cigarette (ugh!) packages, beer bottles, tissues etc., etc. FITpicking is not only good for the environment; it's good for your heart, your lungs, your muscles, and your general state of physical and mental well-being. FITpicking is capable of producing that euphoric state known as FITigue. So, don't wait for an inFITation. Try it. It's good for life (Star-Phoenix, April 27, 1973).

. . .

> inFITation: GOYA word describing any attempt by any other person to get you moving again. Any attempt to persuade you to do something physical. InFITations are also extended by wives to husbands, and by husbands to wives. Friends and business acquaintances also

frequently offer inFITations. It is a bad thing to turn down an inFITation; particularly an inFITation from a small boy. Next time you get one, please accept it, grab your FITbag and go. You could end up in an euphoric state known as FITigue. It's food for life (Star-Phoenix, April 28, 1973).

. . .

FITbag: GOYA noun describing any sack, pack, satchel, case or container used for storing or transporting articles useful in the generation of physical fitness. FITbags may contain skipping ropes, gym shoes, exercise devices of various types, health foods, even FITerature. Owning a FITbag isn't vital to the maintenance of good physical condition, but it sure comes in handy when you get an inFITation from a friend, business acquaintance, a small boy, or your wife. FITbag! Get one. It's good for life (Star-Phoenix, May 1, 1973).

. . .

FITerature: GOYA term describing the vast fund of published material dealing with the subject of physical fitness. FITerature is ubiquitous (puff puff). That means it can be found almost anywhere; in schools, in public libraries, around universities, and everywhere athletes are training. Now, FITerature can also be found at the PARTICIPaction SASKATOON office, 112 2nd Avenue South, Telephone 242-4733. FITerature will help you learn how to raise your personal level of fitness and thereby avoid FITuperation. Why not walk out now and pick up some FITerature. It's good for life (Star-Phoenix, May 2, 1973).

. . .

FITuperation: GOYA for abusive criticism we invite when we allow a lack of Physical activity to sap our energy, dampen our enthusiasm for life, and erode our good health. FITuperation can come from many sources; from our doctors, from our friends, from total strangers in the form of snide FITticism, and from members of our own families. Whatever the source, FITuperation is not pleasant to experience;

> and it can be easily avoided by finding some FITerature, developing a personal fitness plan, and starting to accept inFITations (Star-Phoenix, May 5, 1973).

. . .

In preparation for Fathers' Day on June 17, 1973, Saskatonians were invited to pack a "fitnic" and walk, jog, ride their bikes or even take their cars to the "Fathers' Day Fitnic" planned for city parks (Star-Phoenix, May 18, 1973):

> FITNIC: Great GOYA gathering SUNDAY, JUNE 17th, starting at 2:00 p.m. Get in on it by rounding up the family, filling your FITbag with food, and marching to ARCHIBALD PARK or KINSMEN PARK or VICTORIA PARK, or ASHWORTH HOLMES PARK or GEORGE WARD POOL, or GRIFFITHS STADIUM, or NUTANA KIWANIS PARK, or ASHLEY PARK - LATHEY POOL. At these locations hard-working members of Saskatoon Service Clubs will be supervising MINI FITNESS TRAILS, DODGEBALL GAMES, NOVELTY RACES, TUG-O-WARS, and other FITiguing activities. They will also be handling out free PARTICIPaction stickers and FITerature; and offering PARTICIPaction shirts, hats, pennants crests and buttons for sale. Saskatoon bands will provide entertainment starting at 5:00 p.m. at each location. Pick a park now and fit the FITnic into your family's father's day. (PUFF PUFF) (Star-Phoenix, June 11, 1973.

Integral parts of the Fitnic (the third major symbolic promotional event) were the FITtrails which were intended to be of lasting availability and benefit to the community:

> Vita Cours? GOYA word meaning Fitness Trail. Saskatoon has seven of them; at the University, at Archibald Park, at Ashworth Park, at Victoria Park, at Buena Vista Park, at Harold Tatler Park, and at Kiwanis Park. Each trail is five to six hundred yards long and consists of eight stations,

> each with a different exercise posted. This is your inFITation to get on the FITness Trail near you, and perform the designated exercises at your own speed, or at the rate suggested by the sign at each station. Better still, bring the whole family, bring neighbors, bring friends. You'll all be inFITuated by Vita Cours. FITigued too. (PUFF PUFF) (Star-Phoenix, June 13, 1973)

Though 11,500 Saskatonians took advantage of free swims offered at the four municipal swimming pools as part of the Fitnic, Garvie was disappointed at the low turn out of about 5,000 people in the parks (Star-Phoenix, June 18, 1973).

Fairly steady, though less concentrated newspaper publicity for Participaction continued during 1973 and, then, on February 8, 1974 the fourth, and final, big promotional event which could have affected this study was given advance attention--it was "achievement week". Saskatonians would be asked to make a pledge stating they would perform at least one physical activity during the week March 18-23, 1974 to improve their physical fitness. The organizers hoped that 75,000 to 100,000 people would participate and $1,000.00 worth of sporting goods were offered in prizes to participants (Star-Phoenix, February 8 and March 2, 1974). After the event, it was reported that "nearly 40,000 pledged fitness building activity" (Star-Phoenix, March 30, 1974).

Following "achievement week" there was practically no newspaper publicity until July when Garvie was reported as explaining "even Participaction needs a holiday . . . and people need a rest from such advertising, otherwise it would tire everyone out" (Star-Phoenix, July 22, 1974).

Television and radio promotion. All the media worked very closely and in a co-ordinated way throughout the time period outlined in the newspaper sub-section. Thus, in addition to press publicity, all events were given advance notices on the radio and television stations. During the four major symbolic events, coverage was most concentrated but, according to G. Brown* [personal interview, July 30, 1974], at least one "spot" per day was included throughout the campaign on both radio and on television. A similar supporting statement was made by D. C. Brinton** [personal interview, July 31, 1974 and personal letter, September 23, 1974]. Examples of television items are in Appendix F, infra p. 214.

J. Struthers*** lent a great deal of time and skill to co-ordinate the total media effort and estimated that the Saskatoon newspapers, radio, and television stations donated advertising time and space between January 1, 1973 and July 1, 1974 valued at $250,000.00. Additionally, they gave editorial support [personal letter, August 14, 1974].

---

*CBC Public Relations.

**Vice-President and Manager of CFQC-TV.

***Executive Vice-President of the Saskatoon Star-Phoenix.

Saskatoon City Council. Some consequences of S.P.C.'s strategy on the City of Saskatoon have been referred to [cf. supra p. 83] but, when it came to granting funds to Participaction, doubting discussion was evident in the press. For instance, the signposting of the park fitness trails [cf. supra p. 92] was reported, and debated, four times in the Star-Phoenix before it was announced that approval had been given for up to $1,000.00 to be spent on the development of trails in six parks (Star-Phoenix, May 8, 1973). On December 4, 1973, a grant of $7,665.00 was made by the City to aid Participaction in 1974 (Star-Phoenix, December 4, 1973) but only after an earlier report had said:

> ParticipAction, a group formed in the city a year ago to promote fitness, told council the group was in danger of losing community financial support for the program unless council approved a grant.
>
> Although no alderman opposed the grant at the meeting, some members of council felt ParticipAction should receive greater senior government funding.
>
> ParticipAction officials said the provincial government would probably agree to continue its funding of the organization after council had approved an allocation* (Star-Phoenix, November 27, 1973).

The sentiment that senior government should do more was expressed by several interviewees in Saskatoon and demonstrated a lack of understanding of the senior governments' aims and of Participaction Saskatoon's terms of reference [cf. supra p. 26].

---

*The total money expended by Participaction Saskatoon in 1973 was less than $5,000.00--made up of a grant of $2,000.000 from the Saskatchewan Department of Youth and Culture and profits from the sale of Participaction hats, shirts, buttons, pennants, and crests (Star-Phoenix, February 12, 1974).

Of course, the City of Saskatoon already had a Parks and Recreation Board before the Participaction campaign started which provided many recreational services. According to R.B.N. Macleod*, City spending on the general Parks and Recreation programme had not changed because of Participaction [personal interview, July 30, 1974]. However, some programmes had shown increased attendance (perhaps natural growth) but, the overall attendances were not significantly higher. The same view was held by W. C. Ziolkoski**, with reference to attendances at recreation centres [personal interview, July 31, 1974]. All the City's four swimming pools were outdoor and, therefore, very affected by weather variances--comparing total pool attendances for 1972, 1973, and up to July 21, 1974, they were respectively 183,617, 177,503, and 169,460. It was noted that the spring of 1974 had been very wet and Saskatoon had been badly flooded. Macleod felt Participaction had been influential in having the City renovate three tennis courts, had encouraged assistance to be given to the Nordic Ski Club for the development of a ski trail to Blackstrap ski area and, had instigated the cycle path marking along the picturesque riverside road.

---

*Assistant Recreation Superintendent of the Saskatoon Parks and Recreation Board.

**Co-ordinator of Recreation Centres, Saskatoon Parks and Recreation Board.

The municipal golf courses' attendances were also affected by weather vagaries, and so, the figures, themselves, were difficult to interpret. They are shown in Table 11 hereunder.

TABLE 11

Saskatoon Municipal Golf Courses' Attendances

Course	1971	1972	1973	Up to July 1974
Holiday Park	48,847	52,417	49,277	Up to average
Wildwood	26,018	30,607	33,260	Below average

P. Semko* said there were more beginners than ever before in 1974 and, particularly in the 14-19 age range. He felt, in addition to possible direct Participaction effects, the school system was doing a good service by promoting "carry over" sports of which golf was one. Also, more ladies were playing golf--perhaps a general trend because the increase was 40 percent since 1962. The below average figure in 1974 at Wildwood was explained by Semko as being because of the

---

*Saskatoon Municipal Golf Courses' manager.

"latest opening on record" and, he thought, the average figure at Holiday Park could only mean there had been increased participation [personal interview, July 30, 1974].

Young Men's Christian Association. In February 1973, R. Watson* said that Participaction had "contributed to an increase in usage" of his facilities (Star-Phoenix, February 9, 1973). "Usage" seems to have been the important word for, figures recorded later by D. J. Balsden** showed a slight but not significant increase in membership. The attendance at men's fitness classes went up above the normal seasonal increase in February and March of 1973 but, by May 1973, they were down to the normal low level. Table 12 [infra p. 99] gives a statement of the numbers who attended the classes in 1971-1972 and 1972-1973.

Comparing the same two years for total attendances senior men's,/ladies', and girls' rose slightly while youths', young men's, and boys' went down slightly. The overall differences being:

Total attendances 1971-1972: 136,875
1972-1973: 145,877

An increase of 6.57 percent.

However, the swimming pool, one of three indoor City pools, had always been in increasing demand. By July 1974,

---

[*] Executive Director of Saskatoon Y.M.C.A.

[**] Programme Director of Saskatoon Y.M.C.A.

TABLE 12

Attendances at Saskatoon Y.M.C.A. Men's Fitness Classes: 1971 - 1973

Class Time	Average Class Numbers					
	Dec.	Jan.	Feb.	Mar.	May	June
Noon 1971-72	19	24	23	20	13	14
Noon 1972-73	22	31	38	38	15	10
5:30p.m. 1971-2	13	17	16	15	7	3
5:30p.m. 1972-3	14	20	23	20	14	6
7:00p.m. 1971-2	11	16	24	16	3	N.A.
7:00p.m. 1972-3	12	26	30	25	6	

N.B. These differences were largely explained by the fact that the R.C.M.P. enrolled 35 officers into the 1972-3 classes as a result of the need being demonstrated by Participaction.

it was programmed from 5:30 a.m. until 10:30 p.m. Similarly, the squash/handball/racketball courts were used to capacity right up to 10:30 p.m.--many would-be players had been turned away in the fall of 1973. In conclusion, Balsden felt that, from his point of view, the most important consequence of Participaction was that physical activity had become socially acceptable [personal interview, July 26, 1974].

Young Women's Christian Association. Even before Participaction's advent, Saskatoon Y.W.C.A. offered quality recreational services. It was particularly noted for its swimming programme and the small indoor pool was in regular daily use from 9:00 a.m. until 11:00 p.m. However, Mrs. M. Ravis* thought Participaction had made a difference to general awareness of the values of physical activity and that such awareness was reflected in the increased attendance figures [Table 13, infra p. 101].

The dramatic 1972 increase in pool use was largely accounted for by the fact that the Separate School Board had to send classes. Even so, Participaction may have had a contributory influence on the school system or, the overall increase could be partly accounted for by the fact that the farmers had more money. Mrs. Ravis, who knew the local clients

---

*Programme Co-ordinator at Saskatoon Y.W.C.A.

TABLE 13

Attendances at Saskatoon Y.W.C.A.: 1972 - 1973

Facility	1972	1973
Pool	50,363	64,229
Gynmasium	N.A.	24,346 (known to show an increase)
General Recreation	N.A.	10,409 (known to show an increase)
Camp	218	400

well said, when the farmers had money to spare they liked to spend it on such worthwhile recreations [personal interview, July 31, 1974].

Formal Educational Services. According to Dr. Patricia Lawson (1974: 42) of the University of Saskatoon:

> At least two things have happened in the last eighteen months to give great hope that the physical education and sport scene in our province is on the verge of a very large "happening". One event was the founding of Participaction--both in Canada and in Saskatoon--which has made the public extremely fitness conscious. The other "windfall" was the appointment, for the first time, of a physical education consultant to the staff of the Provincial Department of Education . . .

Whether or not the two occurrences were related remains open to question but, certainly, during 1974 there was a surge of provincial interest in physical education. During the summer, 800 elementary teachers were transported to central points for in-service training in the teaching of educational gymnastics, games, dance, and aquatics. The Department paid each individual's $110.00 tuition fee and up to $100.00 for travel [M. Gallays*, personal interview, August 1, 1974].

The Saskatoon educational involvement with Participaction Saskatoon began with educational personnel being on the Steering Committee [cf. infra p. 201] and later a committee of teachers from both school systems met to formulate plans to carry out Participaction's ideas in schools (Star-Phoenix, February 2, 1973). The emphasis was on the types of activities which encouraged mass involvement such as tabloid sports meets, jam pail curling, skating to music, parent-student recreation nights to encourage family participation, mothers' fitness classes, and the extension of the block walk to a daily event lasting the whole of February 1973. When school ended for the summer of 1973, M. Kindrachuk** said many schools organized cycling, sailing, camping, and canoeing expeditions (Star-Phoenix, May 24, 1973). Similar activities took place in the Separate School system where Gallays felt the time spent on out-of-school physical recreational activities by teachers had increased considerably.

---

*Physical Education Consultant, Saskatoon Separate School Board.

**Elementary Schools' Superintendent, Saskatoon Public School Board.

Further, there was evidence that school facilities were being used at nights, weekends, and during vacations by children and adults.

The University of Saskatchewan offered a most comprehensive recreational programme containing 53 possible activities. Of course, it was offered before the days of Participaction and figures were not available to compare participatory levels with pre-Participaction days [Dr. H. R. Nixon*, personal interview, July 25, 1974].

Sports clubs and sporting organizations. A list of City sports clubs/sports organizations was provided by the Parks and Recreation Board and, from the list, club officals were asked by telephone what difference Participaction had made to their sports' levels of participation. Some information was also taken from a newspaper report. Table 14, [infra p. 104] records the influence.

Stores. Participaction's influence in stores was investigated from two viewpoints. Firstly, from the effect on employees welfare in larger department stores and, secondly, from the sales of sporting goods aspect. Eminent in the first category were the Hudson's Bay Company and the Federated Co-operative Stores so, to illustrate what was done, the plan of the Bay's Participaction committee is quoted:

---

*Dean, College of Physical Education, University of Saskatchewan.

TABLE 14

Participaction's Influence on Participatory Levels in Saskatoon Sports Clubs and Sports Organization

Club/Sport Organization	Participatory Level Up or Unchanged	Officals' Comments
Commercial Men's Broomball Association	Up	League began before Participaction but more teams want to play next season. Thought interest due to Participaction (Star-Phoenix, February 9, 1973).
Badminton	Adults up by 100. Junior Unchanged	Participaction had an effect.
Tennis	Up	Membership figures: 1972--273, 1973--350, 1974--450. Participaction had an effect.
Curling	Up	No figures. Not sure whether because of Participaction or not.
Lawn Bowling (Nutana)	Up	No figures. Campaign may have had an effect but the club had a membership drive itself.

TABLE 14 (Continued)

Club/Sport Organization	Participatory Level Up or Unchanged	Officals' Comments
Men's Softball League	Up	Teams increased from six to nine--Participaction may have had an influence.
Golf (Riverside)	Up	Membership full. More playing members as opposed to social members--may have been because of Participaction.
Skiing (Nordic)	Up	No figures.
Figure Skating (Hub City)	Up	No adult classes because had no ice time. Participaction did not influence kids and is not likely to influence people already involved (Star-Phoenix, February 9, 1973).
Speedskating (Lions Club)	Unchanged	Plan to invite spectator participation (Star-Phoenix, February 9, 1973).
Mini Basketball Association	Unchanged	Participaction did not have an effect (Star-Phoenix, February 9, 1973).

TABLE 14 (Continued)

Club/Sport Organization	Participatory Level Up or Unchanged	Officials' Comments
Softball (Commercial League)	Unchanged	
Football (Tackle, Minor and Flag)	Unchanged	
Field Hockey (Women)	Unchanged	Struggling.
Lawn Bowling (Riverside)	Unchanged	
Y-Nots Swim Club	Unchanged	Always full membership of 70.
Swimming Club	Unchanged	Pool time limited. Full membership.
Wrestling	Unchanged	
Equestrian	Unchanged	More people ride but not because of Participaction.
Baseball	Unchanged	
Hockey	Unchanged	Limited by rink shortage.

TABLE 14 (Continued)

Club/Sport Organization	Participatory Level Up or Unchanged	Officials' Comments

Notes:

1. The recreation and sports facilities committee of Participaction Saskatoon arranged classes at low rates in badminton, bowling, curling, golf, and tennis (Star-Phoenix, February 9, 1973).
2. Officials of the following sports were not available for comment: archery, track, basketball, boxing, canoeing, cycling, diving, fencing, gymnastics, rowing, soccer, volleyball, weightlifting, sailing, bowling.

1. Graph of Midtown Plaza - Tear it down brick by brick - each brick named for a Staff member.
2. Shut off escalator for five minutes three times a day.
3. Walk to work or ride bike. Bike rack. Staff to use stairwell for one week. Buttons for those who cheat. Fitness Centre somewhere in Store.
4. Utilize Parkade for games or outdoor summer activities.
5. Test physical fitness of all staff and families. Charts for Staff Lounge - suggested program for staff.
6. Inter-Store competitions. Point systems. House system.
7. Weight Watchers Diet for Store Employees.
8. Special speakers; visual presentation; rally. A.M.
9. Shower facilities for staff. Training Room as exercise room.
10. Buddy system - each one responsible for one other person. Buttons. Colour system denoting degree of fitness.
11. Garnishee [sic] wage of unfit - money returnable with interest when they reach their level of fitness.
12. Committee to meet monthly. (30.1.73)

According to Rayner*, the activities soon "petered out" but would not have done if the employees had been continuously encouraged. He planned to revive the committee in the fall of 1974 because, he said, Participaction was the best thing that had happened to "Bay" workers' morale in all his 26 years of service [personal interview, August 1, 1974]. Mrs. N. Yasinowski* explained how a similar pattern of falling enthusiasm had occurred at the Federated Co-operative Store but said a really positive consequence for herself was that her fitness test showed she needed to lose 20 pounds which she had done by dieting and exercising [personal interview, August 1, 1974].

---

*Merchandising Manager, The Hudson's Bay Company, Saskatoon.

Table 15, [infra p. 110] attempts to relate sales of sporting goods with Participaction. It was often impossible for stores to isolate sporting goods sales from other sales and, also, to attribute the cause of sales to Participaction. However, store officials were asked for their opinions whether purely subjective or not.

Health studio. The Stafit health studio was operated by Mr. and Mrs. M. Cole. When asked what difference Participaction had made to the business Mrs. Cole replied that the major impact was felt early in 1973 but, only a few clients who began exercising then had continued. She said those who had persevered had shown improved fitness and were well satisfied with the programme [personal interview, August 1, 1974].

Other consequences. "Senior Citizens ParticipAct" exclaimed a Star-Phoenix (March 7, 1973) headline and went

---

*Clerical Office Employee, Federated Co-operative Stores, Saskatoon.

TABLE 15

Participaction's Influence on the Sales of Sporting Goods at Some Saskatoon Stores

Store	Sales Up, Unchanged, Or Down	Store Officials' Comments
Hudson's Bay	No Figures	See above.
Federated Co-op	No figures	See above.
Simpson-Sears	Up	Bicycle sales up in 1973 and maintained in 1974. Sales of canoes, camping equipment, skiing equipment (particularly family cross-country sets) showed an upward trend. Golf and tennis equipment did not show a significant increase.
Binney's	Up	Hiking, sports, and track shoes sales up 20%. Tennis shoes sales up.
Olympian	Up	Backpacking and canoeing--good business. Expensive tennis racket sales up showing that regular users wanted better equipment.

TABLE 15 (Continued)

Store	Sales Up, Unchanged, Or Down	Store Officials' Comments
Olympian	Down	Bicycle sales.
Spoke and Pedal	Up	Sales of 10-speed bicycles up 300%. Not solely because of Participaction.
Fresh Air Discovery	Up	Specialize in cycling, canoeing, backpacking, cross-country running and cross-country skiing. Store owned and staffed by three physical education graduates who also offer classes in the activities as well as selling equipment. A major reason for opening the store in September 1973 was the presence of Participaction Saskatoon. For example, since September, 1973 500 pairs of cross-country skis were sold [M. Kurschner, personal interview, July 31, 1974].

TABLE 15 (Continued)

Store	Sales Up, Unchanged, Or Down	Store Officials' Comments

Notes:

1. October 9-16, 1973 was Participaction Week at Simpson-Sears, The Bay, Eaton's, Co-op Centre, and Athletic Equipment Sales. The Star-Phoenix, urged:

> In addition to great buys on sports and fitness gear at all these Saskatoon stores, you can get FIT-KIT--hats, shirts, pennants, crests, and buttons bearing the famous PARTICIPaction name and logo. FIT-KIT is for moms, dads, and kids . . . wear FIT-KIT for Hallowe'en. Give FIT-KIT this Christmas. Proceeds from the sales of FIT-KIT help sustain Saskatoon's PARTICIPaction program (Star-Phoenix, October 9, 1973).

2. The consequences of bicycle sales can be dysfunctional to a rather alarming degree [cf. infra p. 130].

3. Four stores were not available for comment.

* A Director, Fresh Air Discovery store.

on to describe how a group of 40 Mount Royal Lodge residents aged 74 to 96 years met twice a week to exercise their joints and muscles. Not only that, 74 elderly walkers from the Lodge turned out for the "Round The World" walk and logged a total of 207 miles (Star-Phoenix, March 20, 1973). Similarly, the Saskatoon Wheelchair Sports Association had 10 members contributing to the "Round The World" effort. These examples are included to demonstrate that an almost complete cross-section of people was influenced in some way by Participaction.

Part of the unobtrusive measuring technique was to sit for lengthy periods and observe any physical activity there might have been in the streets and parks around the City. Detailed figures were not kept but many people were seen cycling and walking to work; many family groups were seen cycling (usually in a very gentle fashion); joggers of wide age range, and varied shape (practically all male) were observed; very few were noticed using fit trails; and many people were seen struggling with tennis. The overall subjective impression was that exercising was not considered to be a peculiar trait--a jogger hardly attracted a second glance. Nevertheless, the notion remained that the majority had not been influenced to change their exercising behaviour.

Saskatoon physical fitness testing project. Originating from a S.P.C. request for a "home fitness test" to be developed, Recreation Canada granted funding for the Saskatoon Physical Fitness Testing Project under the guidance of Dr. D. Bailey (University of Saskatchewan) as principal investigator (Quinney, 1974a). Half of the 1,544 subjects (845 females, 699 males) were recruited by telephone and the other half were selected from institutions. Each subject was tested twice, once on the proposed home fitness test and once on the Astrand bicycle ergometer test. Recognizing that biases* might exist in the sample, the following facts were noted:

1. Saskatoon males and females in all age categories scored poorly compared to Swedish norms.
2. Saskatonians also scored poorly compared to norms recently established by the American Heart Association. 45% of women and 40% of men fell into the LOW to FAIR categories.
3. Women between the ages of 20-29 scored lower on cardiorespiratory fitness than any other group. Over half (54%) fell into the LOW to FAIR category.
4. A comparison to Canadian norms established in 1966 indicated a deteriorating level of fitness.
5. Subjects who were physically active tended to score higher measures of cardiorespiratory fitness (Saskatoon Physical . . ., 1973).

The home fitness test remained to be made public and the retesting of subjects was incomplete. Additionally, the same sample was used by Quinney to determine the relationships and influences of physical activity levels, smoking habits, and fatness as those variables contributed to the placement of individuals in high or low aerobic capacity groups (Quinney, 1974b). Quinney's conclusions are in Appendix G, infra p. 249.

---

*For example, of the 2,648 would-be subjects contacted by telephone, only 899 (34 percent) agreed to assist the study (Quinney, 1974b: 54).

S.P.C.'s marketing surveys at Saskatoon. S.P.C. conducted four marketing surveys at Saskatoon and published the findings on mimeographed sheets which were "available on request". In each survey, approximately 300 "households" were "randomly" selected and telephoned to ascertain the occupant's knowledge and attitude to fitness and to Participaction. As they appeared, the surveys left far too many unanswered questions about their construction to be assessed for objective validity but, for the consequences record, they are in Appendix G, infra p. 225. S.P.C. claimed "amazing" results based on the changing responses over time to the following telephoned question:

> Have you done anything of a physically active nature in the past two weeks specifically for your health and fitness?

The following percentages of affirmative answers were received:

June 1972:	5.0%
March 1973:	13.0%
September 1973:	18.5%
May 1974:	82.0%

[cf. infra p. 225].

CHAPTER V

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

Summary

Introduction. The consequences of Sport Participation Canada's[*] campaign at Saskatoon, which took place between September, 1971 and July, 1974, were investigated--especially the consequences of adopting the innovation[**] "Sport For All" but, in addition, the more general consequences manifested by, and caused by, Participaction Saskatoon. Inherent in the consequences of adoption were the adopters' perceptions of the innovation and they were considered particularly important because many other change agents had failed to recognize such perceptions when introducing innovations into social systems--often, in those cases, the consequences were dysfunctional.

The historical origin of "Sport For All" in the Council of Europe, and the diffusion of the concept to approximately thirty countries, was described. In Canada, S.P.C. was trying to achieve the objective "Sport For All" by mass communication methods at the national level and by a combination of mass communication/interpersonal methods at Saskatoon. As was the situation in other countries, S.P.C.'s campaign had not been thoroughly evaluated but S.P.C. had assumed the consequences would be good.

---

[*] S.P.C., also synonymous with Participaction. When referring to the sub-organization at Saskatoon the title Participaction Saskatoon is used.

[**] Cf. supra p. 15.

This study used Rogers' and Shoemaker's (1971) diffusion of innovations model to form a framework to investigate some of the consequences of S.P.C.'s campaign at Saskatoon. It was hoped to make a contribution to international understanding of the problem in such a way as to assist administrators of present, and future, campaigns to be in a better position to predict consequences and, therefore, plan better programmes.

The objective part of the study was delimited to a random sample population of 400 adults in Saskatoon. Limitations included the data gathering processes (structured interview-questionnaire and unobtrusive measures), the investigator's skill, and interviewee reliability. Operational definitions of terms used in the study were recorded as mainly coming from Rogers' and Shoemaker's (1971) terminology and model, which were deemed appropriate to describe the social phenomena which were being investigated.

Rogers' and Shoemaker's (1971) synthesis of 1,500 diffusion studies showed that only 38 related to consequences and a personal communication from Rogers revealed that, though, 1,000 more diffusion studies had been completed since 1971, none were allied to consequences. Some examples of dysfunctional (and functional) consequences were presented to help demonstrate change agents' need to be aware of consequences. The difficulties of measuring consequences were discussed and suggestions for overcoming or alleviating the problems were reviewed.

For effective communication, the literature indicated that mass media channels were relatively more important at the knowledge function and interpersonal channels were relatively more important at the persuasion function in the innovation-decision process.

The particular significance of this study, as demonstrated by the literature review, is that no identical ones have been carried out by involved personnel and, further, consequences studies are rare in the wider diffusion of innovations area of interest. However, the need for such studies is evident and the findings of this one should assist national "Sport For All" agencies to plan future programme strategies from an understanding of the consequences produced by the types of communication used at Saskatoon. In particular, the results should be of interest to Recreation Canada, to Sport Participation Canada, to Participaction Saskatoon, and to the physical education profession in Canada.

Methodology. This study was of an exploratory nature and, therefore, the methods and procedures, of necessity, were innovative.

Since national "Sport For All" agencies aim their campaigns at total populations, the first requisite of this study's sample was that it should represent the total population of Saskatoon. For Saskatoon's population of 131,000 people, a sample of 383 subjects was required for a confidence level of 95 percent and a sample reliability of plus or minus 5 percent. To be more cautious, a sample of 400 subjects was used which meant that 400 dwellings were selected by Kish's (1965) area sampling technique and, 400 adults over the age of 20 years were subjected to the structured interview-questionnaire.

The structured interview-questionnaire was designed by the investigator and modified to its final form after five pilot study changes. Principal requirements were: (1) It should be as simple and objective as possible, hence, most questions were "closed"; (2) It should "mirror" the claims made for the innovation by S.P.C. and then determine whether or not those who adopted the innovation had the same perception, as S.P.C. had, after adoption; (3) It should describe the adopters and rejectors so that they could be discussed in relation to the innovation-decision process and the total known consequences; and (4) It should illuminate and identify consequences which were related to adoption. Unobtrusive measuring techniques (Webb et al., 1966) supplemented the information gleaned from the questionnaires and all the data were collected during July and August 1974.

Computer analysis, using a modified Statistical Package for the Social Sciences (S.P.S.S.) enabled tables of frequency and cross-tabulation to be produced while the chi-square statistic was used to test for differences in varied reactions to the innovation with regard to the respondents' ages, sexes, and occupational classes.

Findings. In the total area random sampling of the Saskatoon population (N=400) every occupational class was represented in reasonable proportion to standardly expected distribution and 56.5 percent were female. Of the total respondents, 90 percent had heard of S.P.C. but it was suggested that, generally, 93.7 percent of a population could be expected to be aware of a Participaction Saskatoon type campaign.

Of those who had heard of S.P.C., 26.7 percent adopted the innovation because of S.P.C.'s campaign but, because of discontinuance, only 16.9 percent continued to use the innovation up to the time of the inquiry. However, 25.5 percent had adopted the innovation before S.P.C.'s advent which meant that, by this study's definition of physical activity, 42.5 percent of those who had heard of S.P.C. were regular exercisers at the inquiry time. There was no tendency towards laggardly adoption which was thought to suggest that the campaign with its strategy, thus far, had made whatever contribution it was going to make as far as changing exercise behaviour was concerned.

The main reasons for adopting the innovation were: to "get fit" (36.5 percent of adopters); because of campaign influence (22.9 percent of adopters); and to lose weight (21.9 percent of adopters). Only 3.1 percent of adopters did so for social reasons--of the total population, that was 0.8 percent.

The highest proportion of adopters (27.1 percent) exercised on seven days per week while the next highest proportion of adopters (18.8 percent) were active on one day per week.

Chi-square tests were conducted to discover possible interdependence between the subject variables sex, age, class and all the other variables on the structured interview-questionnaire. In many cases, no statistically significant interdependence was found and, hereunder, only where statistical significance was found will it be stated.

Age and occupational class affected: the numbers who had heard of S.P.C. (particularly after 45 years and in occupational class 7); the numbers who undertook physical activity because of S.P.C. (the number declined with age increase and extreme occupational classes 1, 6, and 7 were more inclined to reject); the numbers who were regular exercisers at the time of inquiry whether because of S.P.C. or not (declining with age after the early twenties then slowly rising after 25 years but, at a relatively low rate and indicating much less activity in occupational classes 6 and 7); the adopters' choice of activity (a 35-64 yearold preference for walking, a 20-24 yearold jogging preference, and a preponderance of walkers in occupational class 5).

The sexes of respondents significantly affected some responses. Female adopters thought the innovation was "fun" more than did male adopters and females significantly preferred walking (32.3 percent of adopters chose walking), cycling (12.5 percent of adopters chose cycling), and swimming (12.5 percent of adopters chose swimming). Male adopters, it was revealed, significantly preferred jogging (15.6 percent of adopters chose jogging).

Considering the variable age only, it was demonstrated that the 45-64 yearold adopters thought the innovation was too time consuming and, regarding occupational class in isolation, those in occupational class 3 did not feel adopting the innovation had increased their sense of well-being.

Generally, it was seen that the perceptions of the adopters of the innovation very largely concurred with the claims made for the innovation by S.P.C. The vast majority thought their physical activity was fun, made them relaxed, increased their feeling of well-being, gave them increased energy, and gave them a happier mental attitude. Many adopters (41.7 percent) thought the innovation had improved their family life, and 27.1 percent had been induced to enjoyable club activity. Very few adopters thought the innovation was dull, too difficult, tensing, too time consuming, or disruptive to family life. None had been lead to distasteful club activity whilst 24.0 percent of adopters regarded their activity "hard work". Some "other desirable consequences" were noted but the "other undesirable consequences" were almost negligible.

To supplement the data from the interview-questionnaire, unobtrusive measures were taken. For instance, the formation of Participaction Saskatoon, itself, was a consequence of S.P.C.'s strategy and its functioning through media, promotions, public relations, finance, and Participaction programme committees was described. Furthermore, the timing of different aspects of the campaign was detailed by particular reference to dated newspaper reports to help clarify the total campaign strategy in relation to the innovation-decision process and the consequences of adopting "Sport For All". The newspaper coverage was seen to be imaginative, amusing, complete, and particularly intense in the spring and early summer of 1973. Similarly, with radio and television involvement in the campaign for, all the mass media worked in a co-ordinated way throughout.

By investigating: the City of Saskatoon involvement with Participaction; the Y.M.C.A.; the Y.W.C.A.; stores; educational establishments; a health studio; sports clubs, and by general observation, a picture of changes in facility and equipment usage was assembled. An upward trend of activity was noted, particularly, in swimming, all racket sports, golf, cycling and cross-country skiing.

The specific fitness testing which was initiated by S.P.C. indicated, generally, that Saskatonians were unfit and, compared with previously noted 1966 Canadian norms, were deteriorating. S.P.C.'s own surveys of the results of their campaign revealed almost complete awareness of themselves by Saskatonians and, suggested there had been more widespread changes in exercise behaviour than does this study. However, as the surveys appeared, they were not reported scientifically.

The overall subjective impression, based on the interview-questionnaire data and on the unobtrusive measures, was that exercising was not considered to be a peculiar trait. Nevertheless, the notion remained that the majority had not been influenced to change their exercising behaviour by the time of the investigation.

Conclusions

Bearing in mind the limitations of this study, the following more general conclusions appear to be justified.

Conclusions from the structured interview-questionnaire and unobtrusive measures' findings.

1. *AWARENESS:* Approximately 94 percent of a total population can be expected to be made aware of a Participaction Saskatoon *type* campaign. Adults in occupational class 7, and

anyone over 45 years old (especially those over 64 years old) are less likely than others to be aware of such campaigns.

2. *ADOPTION/REJECTION:* After a Participaction Saskatoon *type* campaign, 27 percent of an adult population could be expected to adopt the innovation to supplement the 25 percent of likely prior adopters. Later, 10 percent of new adopters will probably discontinue, leaving 58 percent as rejectors.

3. *REASONS FOR ADOPTION:* Most new adopters are precipitated to adopt for health reasons while very few (3.1 percent) adopt for social reasons.

4. *NEW ADOPTERS' ACTIVITIES:* Sex and age differences appear to affect the choices of activities. Adult female new adopters seem to prefer walking, cycling, and swimming, while adult male new adopters are more likely to choose jogging. Walking is the favourite physical recreative activity of 35-64 yearold new adopters and, 20-24 yearold new adopters are inclined to select jogging.

5. *PERCEPTIONS OF THE INNOVATION:* New adopters perceive the innovation as fun; relaxing; increasing their feeling of well-being; increasing their energy; improving their mental attitude; enhancing their family life; and, in many cases, inducing them to enjoyable club activity. Very few perceive the innovation as dull, leading to tension, too difficult, too time-consuming, or disruptive to family

life. None are likely to be lead to distasteful club activity but a quarter of new adopters will probably regard the innovation as hard work. Sex, age, and occupational class differences seem to affect perceptions: female new adopters will likely think the innovation is fun more than will male new adopters; older adopters (45-64 yearolds) may regard the innovation as too time consuming; and occupational class 3 adopters' feeling of well-being will probably not be increased.

6. *CAMPAIGN INFLUENCE:* The exercising behaviour of the majority of adults is not likely to be changed by Participaction Saskatoon *type* campaigns. Campaign influence declines with clients' increasing ages while those in occupational classes 1, 6, and 7 are less likely than others to be affected.

7. *GENERAL EXERCISE CHARACTERISTICS:* Regular exercise, regresses sharply to a low level during people's early twenties and thereafter increases at a low rate, but, less so in occupational classes 6 and 7. The majority of people remain very unfit because, even by this study's basic adoption standard, the severity of exercise may be very mild.

8. *INTERPERSONAL COMMUNICATION:* It is possible to harness local support for developing interpersonal aspects of such campaigns.

Conclusions within Rogers' and Shoemaker's model.

Throughout this study the terminology of Rogers' and Shoemaker's model has been used to clarify, in general terms, what was being reported. Continuing that policy here, the overall consequences are discussed in relation to the innovation-decision process before classifying the consequences specifically into the consequences section of the model as further conclusions.

The change agents were S.P.C., Participaction Saskatoon and other local opinion leaders. "Sport For All" was the innovation which was communicated by mass media and interpersonal channels to the members of the social system who were the people of Saskatoon. Consequences occur over time and those recorded here were the ones which had occurred at Saskatoon because of S.P.C. between September, 1971 and July, 1974. Widespread knowledge of the innovation appeared to have been diffused, much persuasion had been used by S.P.C. to encourage behaviour change, and that process was continuing. About 17 percent of the population adopted the innovation because of S.P.C. and by the time of inquiry, 58 percent had rejected the innovation [cf. supra p. 58].

In looking at the model's perceived characteristics of innovations, it was seen when comparing them to this study that "relative advantage" (the degree to which an innovation is perceived as being better than the idea it supersedes) was not widely seen by would-be adopters. However, where the immediacy of the reward is not evident, such "preventive" innovations have been known to have a low rate of adoption [the long-term fitness aspect of this study's innovation may perhaps be classified as "preventive"] (Rogers and Shoemaker, 1971: 138-139). Only if an innovation is "compatible" (the degree to which it is perceived as consistent with existing values, past experiences, and receiver needs) will it be adopted. Reference to values and to past experiences may be pointers to explaining the low adoption rate (Rogers and Shoemaker, 1971: 145). If an innovation is "complex" (the degree to which it is relatively difficult to understand and use) it will not be adopted but there was no evidence in this study's findings to suggest the innovation had been regarded as complex (Rogers and Shoemaker, 1971: 154-155). When an innovation may be tried "on the installment plan" it will generally be adopted more rapidly than an innovation which is not divisible--this element, Rogers and Shoemaker (1971: 155) called "trialability" and it was certainly a possibility in this study's innovation. Therefore, it could not have contributed to the relatively low adoption rate. Some innovations have more "observability" than others and such "observability" is positively related to the rate of adoption (Rogers and Shoemaker, 1971: 155-157). Exercisers, of course, are easily observed but, the benefits of exercise are not easily observed, and so, the lack of observability may have been a negative factor in the innovation-decision process [cf. supra p. 16].

The above perceived attributes of the innovation were important variables which helped to determine the rate of adoption. The other variables affecting rate can be seen in Figure 3 [supra p. 31]. Those which may have retarded adoption are the optional nature of this study's innovation and the nature of the social system (particularly the less cosmopolite sections).

Specifically applying the previously recorded consequences to the model, and recognizing that functionality depends on adopters' (and social system) perceptions, it was concluded that the majority of adopters regarded the innovation as:

Functional
Direct
Manifest

which is exactly what the change agents wanted. The degrees of functionality varied by degree according to individuals' perceptions and according to the system's perception. These variances were described in Chapter IV and, according to Rogers and Shoemaker (1971: 330-332), they can always be expected. Furthermore, the functionality may change over time. This study records the functionality up to the inquiry time but, of course, the long range effects may be different.

There were some consequences, however, which were:

Dysfunctional

Indirect

Latent

They were the consequences incorporated in specific question #11's "yes" responses [cf. supra p. 79]. Also, for instance, when a person had been encouraged to play squash and had no court to play on, he regarded the situation as undesirable. Further, though not objectively elucidated in this study, the increasing popularity of some activities leads to increasing physical danger for more people. To illustrate the point, some national accident figures are quoted:

> Bikes have become the marijuana of the highway traffic scene . . . As usual, the statistics are somewhat behind the phenomenon. In 1972, the last year for which figures are available, 120 cyclists were killed in Canada and another 4,767 injured [sic] (Edmonton Journal, August 31, 1974 and Canada, 1974).

Also, illustrative but not specific to this study, is a recent Canadian Magazine mountaineering headline which read, "When It's Rush Hour In The Rockies: 5 dead, 67 rescued"* (September 28, 1974). Naturally, all sporting injuries may be classified in this way but there was no indication that they were a significant factor among the new adopters in this study. It was not possible to check on sporting injuries at hospitals, or with doctors, because separate sports injury figures were not systematically recorded. The main point is, that administrators should be aware of such likely dysfunctional, indirect, latent consequences and make appropriate plans to prevent them or lessen their impact.

---

*In Banff National Park during 1973, five people died climbing mountains and 67 others were resuced by helicopter at an average cost of $1,200 for each rescue. In the Alps, 250 climbers have been killed in one year.

Overall general conclusion. The overall general conclusion is that new adopters of the innovation "Sport For All" perceive it as "good" but, despite that and despite the fact that the need for exercise has been shown (and it is not appropriate to discuss the need here), the majority of people do not do enough exercise. So, the problem is, what should physical education and recreation administrators do to increase the level of mass participation in recreative physical activities?

Recommendations

Preamble. Butler's (1971) The Art of the Possible was about national and international political life and recognized that many fine ideas were held by theorists but, frequently, the ideas were not practical in the real world. What perceptive, intelligent politicians should do was to strive for the "art of the possible". Similar strategy is the intention hereunder.

Physical educational and recreational administrators must first try to discover, or appreciate, why about 60 percent of people reject even mild and not very regular physical activity or, more positively, what would make more people adopt physical activity? Historically, it has been demonstrated that sterile exercise for none but health reasons has no lasting mass appeal. Consider, for instance, the "failed" schemes--5BX, XBX, Cooper's Aerobics--and they were objectively much better programmes than others which were offered. Generally, to change behaviour permanently so that such barren exercise is adopted requires a severe personal shock, such as, a person being informed by a medical doctor that regular jogging is the only action that can save his life. The majority will only indulge in such activities as jogging, calisthenics, aerobic training swimming, and aerobic training cycling in an isolated fashion if, to them, the activity is perceived as *play*. This, appears to be the key to understanding the problem.

Many (e.g., Herron and Sutton-Smith, 1971; Ellis, 1973; Alderman, 1974) have stated and reviewed play theories in such a way as to provide insight for administrators. Alderman (1974: 47) summarized:

> . . . it is important for us to realize that play, as a concept, requires a complete dialectical approach--that no one explanation is comprehensive enough to cover all forms of play behaviour. Rather, we must require ourselves to attempt a broad understanding of the underlying psychological structure of the individual when attempting to understand his behaviour in physical activity . . .

Alternatively, and complementarily Ellis' (1973: 119) stated opinion was that most published explanations for play were unacceptable. His most satisfying explanation was that play involved the integration of three theories:

> . . . play as arousal seeking, play as learning, and the developmentalist view of the child.

After many years of playing and 20 years of trying to induce others to partake physical activity, it is felt that play as *arousal seeking* is a most valid explanation of play in all ages and particularly worthy of recognition by those concerned with encouraging adults to exercise. Play as arousal seeking is caused:

> . . . by the need to generate interactions with the environment or self that elevate arousal (level of interest or stimulation) towards the optimal for the individual (Ellis, 1973: 111).

That explanation assumes that:

1. there is a need for optimal arousal
2. change in arousal towards optimal is pleasant
3. the organism learns the behaviors that result in that feeling and vice versa
4. stimuli vary in their capacity to arouse
5. stimuli that arouse are those involving novelty, complexity, and/or dissonance, i.e., information
6. the organism will be forced to emit changing behavior and maintain engagement with arousing stimuli (Ellis, 1973: 111).

Ellis (1973: 142) pointed out that all recreations provided participants with novel, complex, or dissonant interactions that generated arousing stimuli. When a recreational activity became sufficiently familiar, redundant, or simple then its attractiveness waned. Discounting social pressures for or against involvement, Ellis explained the genesis of activity participation:

> At the beginning, each activity involves novelty. The unfamiliarity of the task itself is sufficient to allow the elevation of arousal. As the task is learned then the uncertainty, and hence the impact of the activity is maintained by the elevation of standards of performance. . . . Once the activity has been learned to the extent that its mere practice fails to provide arousing stimulation, then it is elaborated. Artificial constraints on the activity or rules governing mode of achieving the performance are added. Then, in some cases, the activity is removed to a new setting or carried out with new people. Finally the process of complexification of the response is carried to the point where uncertainty in the outcome is dependent on the responses of others. An element of competition may be added . . .

An individual's first exposures to physical activities are at home and at school. Orlick (1972: 139) demonstrated how children aged seven or eight years would eliminate themselves from further involvement in physical activity because of the elitest competitive school and home sports atmosphere. Orlick (1972: 151) felt continuing participation in sports was largely dependent on environmental factors which affected both the expectancies the child had regarding participation, and the reinforcement contingencies to which he was exposed. In order to move towards the goal of maximizing participation in sports, children should be exposed to positive sports environments. Those findings relate well to Rogers' and Shoemaker's (1971) lack of "compatibility" being a reason for rejection of innovations [cf. supra p. 128].

It has been demonstrated in this study that most people do not indulge in regular recreative physical activity. The opinion has been expressed that the majority of people will not engage in sterile exercise over long periods of time. However, by considering closely why people play and what repels them from exercise at an early age, it is possible to make recommendations for the future actions of administrators.

Recommendations regarding the present adult population.

1. *CONTINUE USING S.P.C.-TYPE CAMPAIGNS IN CANADA* (and use similar organizations elsewhere) whenever information has to be imparted or reiterated to mass populations. Total community programmes should be developed through catalytic committees, such as Participaction Saskatoon, which should begin now to provide programmes. According to Dr. Landa* in his address to the Canadian Association of Sports Sciences in October, 1974, such is Participaction Saskatoon's intention providing federal financial support is forthcoming. About $100,000.00 per year would initially be required by Participaction Saskatoon to hire the right professional programme expert to carry out its policies and, to provide support

---

*Chairman, Participaction Saskatoon.

services. Dr. Landa further suggested that the composition of Participaction Saskatoon's committee be changed to include industry bosses--they, it was felt, would open the doors to programme provision for thousands of workers. In fairness to the citizens of Saskatoon who have been subjected to the experiment, it is recommended that the programme phase should begin as soon as possible. Who should finance the venture is debatable--if Recreation Canada did, other cities may demand the same. However, even if 50 cities were granted $100,000.00 each per year that would only amount to $5 million which, though more than the Fitness and Amateur Sport Branch could afford at present[*], is a small amount in comparison with federal health spending[**]. Alternatively, under the British North America Act, responsibility for administration of health services is the direct concern of provincial governments. Therefore, provincial governments possibly should be induced to find money for Participaction Saskatoon type bodies. Provincial governments are known to be very concerned about rising health costs, so anything which may lessen the increases may be of interest to them. On balance, it is recommended the costs be equally shared by provincial and federal governments in the same way that costs are shared under the Medical Care Act*.

---

[*] The total Fitness and Amateur Sport Directorate annual spending for the most recent reported year was $11.2 million (Canada, 1973a: 1).

[**] E. g., Federal contributions to the provinces under the Medical Care Act totalled $589 million in the fiscal year 1971-72 and, in the same year, $63.1 million was spent on health science research (Canada, 1973b: 2-10).

2. *COMMUNITY PROGRAMME COMMITTEES SHOULD DEVELOP AND USE A NETWORK OF HOMOPHILOUS DYADS* to propagate their ideas. Such action would enable occupational classes 1, 6, 7, old people, and minority ethnic groups to be more likely to adopt the innovation. The importance of interpersonal communication has already been referred to but, much of the Saskatoon interpersonal communication was the wrong type for it was between heterophilous individuals. If, for instance an occupational class 1 person says to an occupational class 7 person, "You ought to try playing squash", not much is likely to happen. Alternatively if an unskilled worker says to another unskilled worker, "Come and have a game of squash at the public court", the invitee is more likely to accept and, therefore, more likely to take up some activity. Similar mistakes have often been made when change agents tried to diffuse innovations and the correct approach has been proved, many times, to be vitally important (Rogers and Shoemaker, 1971: 376-377).

3. *SPORTING CLUB ACTIVITY SHOULD BE POSITIVELY ENCOURAGED BY MUNICIPALITIES.* The encouragement should take

---

*The Federal Government of Canada "contributes to any one participating province half of the per capita cost of all insured services furnished under the plans of all participating provinces, multiplied by the number of insured persons in that one province" (Canada, 1973b: 2).

the form of cheaply renting facilities to them and providing "matching" grant-in-aid. As Ellis (1973: 145) said:

> The best way to facilitate continuing interactivity by the client is to ensure that clubs of like-minded individuals and the facilities necessary to support their activities are available. . . . The goal must be to establish social systems in which like minded clients are encouraged to act upon each other to provide the necessary complexity. . . . The existence of active clubs will allow like minded clients to mutually escalate the complexity and variety of their engagements with the environment . . . [and hence play will endure].

School facilities should be open to adults at appropriate times--usually nights, weekends, and holidays. Such use should not be a happening dependent on the whim of a principal or caretaker. Joint management committees of educational and adult sporting user personnel should be established--perhaps through community leagues, as they are already in some cities.

Leaders who can "optimize the interactions within small groups to realize the expectations of its members" (Ellis, 1973: 143-144) should be available in places of work, all parks, and community recreation areas. The recommendations of Wanzel (1974) for white-collar workers are significantly related to this recommendation and are included in Appendix G, infra p. 264.

4. ADMINISTRATORS SHOULD BE COGNIZANT OF DIFFUSION RESEARCH KNOWLEDGE. Particular attention of administrators should be paid to the Rogers and Shoemaker (1971) perceived characteristics of innovations--particularly "compatibility"

and "observability". "Compatibility's" existing values, past experiences, and need recognition, should change as the innovation is further diffused. Similarly, with the characteristic "observability", if the homophilous dyad network is developed--the network would also be likely to overcome, as far as adoption is concerned, the lack of cosmopoliteness which many possess. Overall, the "relative advantage" would be appreciated.

Recommendations regarding school age children. It is recognized that this study predominantly related to adults. Nevertheless, it is strongly felt that if future generations of adults are to be more physically active than the present one, this study's findings have *implications* for present school age children and, hence, the following recommendations are made.

1. *REMOVE THE CAUSES OF STUDENTS' SELF-ELIMINATION FROM ACTIVITY:* This should be accomplished by positively reinforcing the behaviours of those who presently reject physical activity at a very early age. It could only be achieved by a major change of school sports emphasis from "athletes" to "all" [cf. Orlick's findings, supra p. 134 and the U. S. implications in Appendix G, infra p. 256]. By "all" students is meant the athletes *as well* but, only so far as the resources of staff, facilities, and money allow. This policy decision should be communicated to school principals and physical education teachers through: federal and provincial

governments; the Canadian Association of Health Physical Education and Recreation; physical education supervisors' national and provincial professional organizations; teacher training institutions; and parent teacher associations.

2. *STRENGTHEN THE TOTAL PHYSICAL EDUCATION PROGRAMME BY:*

(a) Teaching physical education (particularly play) so often, so regularly, and in such a pleasurable way for the majority, that it is ingrained as a school habit which children will naturally want to continue when they leave school. An analogy with eating clarifies this--eating is a need which people satisfy at dinner time every day whether they are really hungry or not. Similarly, the need for exercise can be satisfied when it becomes a habit. Physical education should be included in *all* school curriculums and, if necessary, in-service training of teachers should be undertaken.

(b) Blending fitness training and play into the same activities otherwise the activity will not endure. *Emphasize* the teaching of "lifetime" sports [cf. U.S. implications, infra, p. 256]. Activities which cannot be properly taught and supervised should not be offered because, if they are, programme dilution occurs to the extent of badly affecting the total school atmosphere and the activities will not provide lasting appeal.

(c) Including indoor and outdoor racket courts in school physical education facilities. Particularly racketball, squash, handball, and badminton courts, for those games are easily learned by many, provide good exercise for a wide range of abilities, have wide appeal, and provide lasting interest.

(d) Encouraging non-physical education teachers to contribute to the play programme by offering clubs for their special interests or by timetabling them into the physical education programme. The latter aspect may cost some additional money but it need not be much if principals are aware of what may be required of staff in this regard when making appointments.

Recommendations for further study.

1. *FACILITY USE:* Detailed facility usage and demand studies should be conducted on swimming pools, racket courts, golf courses, safe-cycling paths, and ski trails, for it appears that there is a shortage.

2. *CLIENTS' PERCEIVED NEEDS:* Detailed studies of children's and adults' perceived physical recreational activity needs should be carried out. Such studies should include some to determine why people do not adopt recreative physical activity.

3. *MONITORING RESEARCH:* Detailed consequence studies of the effects of adopting the recommendations herein should be undertaken. Some of these should be instigated as long-term studies and, among other aspects, should assess possible health costs savings.

4. *REPLICATION:* The methods of this study should be applied to investigate other recreational programmes.

Epilogue

For this study's recommendations to be implemented, a great deal of planning will be necessary by the agencies concerned and, also, considerable professional commitment on the part of practitioners will be required. Administrators must regard the "whole" as an aim to be achieved by objectively set stages over time.

It is hoped this exploratory study has begun to increase the knowledge of the relationships between the variables and has identified areas for more specific action and precise investigation.

BIBLIOGRAPHY

BIBLIOGRAPHY

BOOKS, THESES, AND PERIODICALS

Akkers, Leen.
1973 "Trim Recreatiesport in Nederland," Sport [Belgium], 4 (October), 243-249.

Alderman, R. B.
1974 Psychological Behavior in Sport. Toronto: W. B. Saunders Co..

Allen, Francis R.
1971 Socio-Cultural Dynamics: An Introduction To Social Change. New York: The Macmillan Co..

Allen, Francis et al.
1957 Technology And Social Change. New York: Appleton-Century-Crofts, Inc..

Arkin, Herbert, and Raymond R. Colton.
1963 Tables For Statisticians. 2d. ed. New York: Barnes and Noble, Inc..

Barry, Jack.
1970 "Sport For All - National Campaigns." Paper read at Central Council of Physical Recreation Annual Staff Conference, December 3, Lilleshall National Sports Centre, England.

Blishen, Bernard R.
1958 "The Construction And Use Of An Occupational Class Scale," The Canadian Journal of Economic and Political Science, XXIV (November), 519-531.

Bliss, Wesley L.
1952 "In The Wake Of The Wheel: Introduction Of The Wagon To The Papago Indians of Southern Arizona." Human Problems In Technological Change. ed. Edward H. Spicer. New York: Russell Sage Foundation.

Broome, Eric Frederick.
1971 "A Comparative Analysis Of The Central Administrative Agencies Of Amateur Sport And Physical Recreation In England And Canada." Unpublished Doctor's dissertation, University of Illinois.

Burton, Thomas L. (ed.).
1970 *Recreation Research And Planning*. London: George Allen and Unwin.

Burton, Thomas L. and A. J. Veal.
1971 *Experiments In Recreation Research*. London: George Allen and Unwin.

Butler, Lord [R.A.].
1971 *The Art of the Possible*. London: Hamish Hamilton.

Campbell, James H. and Hal W. Helper. (eds.).
1965 *Dimensions In Communication Readings*. Belmont, California: Wadsworth Publishing Co. Inc..

Canada.
1973a *Fitness and Amateur Sport Branch Annual Report 1972-73*. Ottawa: Information Canada.

Canada.
1973b *Health Services in Canada 1973*. Ottawa: Information Canada.

Canada.
1974 *Motor Vehicle Traffic Accidents*. Ottawa: Statistics Canada.

Carlson, Richard O.
1965 *Adoption Of Educational Innovations*. Eugene, Oregon: The Center For The Advanced Study of Educational Administration, University of Oregon.

Chin, Robert.
1968 "The Utility Of Systems Models And Development Models For Practitioners." *The Planning Of Change*. 2d ed. eds. Warren G Bennis, Kenneth D. Benne, and Robert Chin. New York: Holt, Rinehart, and Winston.

Cochran, William G.
1963 *Sampling Techniques*. New York: John Wiley and Sons Inc..

Conrad, Carson.
1973 "Verslag Van 'The President's Council On Physical Fitness And Sports' Of The United States of America," *Sport* [Belgium], 4 (October), 265-271.

Council For Cultural Co-operation.
1971 "What Is Sport For All?" *Planning the Future*. Strasbourg: Council of Europe CCC/EES(71)22.

Council For Cultural Co-operation.
1964 *Training The Trainer: A Suggested Programme For General Leaders Of Physical Recreation And Sport*. Strasbourg: Council of Europe.

Dodd, Stuart C.
1955 "Diffusion Is Predictable: Testing Probability Models For Laws Of Interaction," *American Sociological Review*, 20 (August), 392-401.

Ellis, M. J.
1973 *Why People Play*. Englewood Cliffs, N.J.: Prentice-Hall, Inc..

Franklin, Billy J. and Harold W. Osborne.
1971 *Research Methods: Issues and Insights*. Belmont, California: Wadsworth Publishing Co. Inc..

Glasser, Robert et al.
1964 *The Impact Of The Use Of Programmed Instruction In The Intact Classroom*. Pittsburgh: Learning Research And Development Center, University of Pittsburgh.

Gregersen, Paul.
1973 "De Sport Voor Allen: Trim In Denemarken," *Sport* [Belgium] 4 (October), 206-210.

Guilford, J. P.
1965 *Fundamental Statistics In Psychology And Education*. 4th ed. New York: McGraw-Hill Book Co..

Hagen, Everett E.
1962 *On The Theory Of Social Change*. Homewood, Illinois: The Dorsey Press Inc..

Hansen, M. H. and P. M. Hauser.
1971 "Area Sampling: Some Principles of Sample Design." *Research Methods: Issues and Insights*. eds. Billy J. Franklin and Harold W. Osborne. Belmont, California: Wadsworth Publishing Co. Inc..

Hauge-Moe, Per.
1969 "Trim - Organization and Adaptation." *Trim In Europe: Speeches and Papers*. Oslo: Konferenz Norwegischen Sportverbandes.

Havelock, Ronald G.
1971 *Innovations In Education: Strategies And Tactics*. Ann Arbor, Michigan: University of Michigan Institute For Social Research.

Havelock, Ronald G.
1973 *The Change Agent's Guide To Innovation In Education*. Englewood Cliffs, N.J.: Educational Technology Publications.

Henderson's.
1972 *Saskatoon Saskatchewan City Directory*. Vancouver: Henderson Directories.

Herron, R. E. and Brian Sutton-Smith.
1971 *Child's Play*. Toronto: John Wiley and Sons Inc..

Holzweber, Fritz and Franz Norvak.
1973 "Fit-Actie In Oostenrijk," *Sport* [Belgium], 4 (October), 253-259.

Jackson, John J.
1973 "Sport Voor Allen In Groot-Brittanje," *Sport* [Belgium], 4 (October), 228-231.

Karpat, Kemel H.
1960 "Social Effects Of Farm Mechanization In Turkish Villages," *Social Research*, 27, 83-103.

Katz, Elihu.
1961 "The Social Itinerary of Technical Change: Two Studies On The Diffusion Of Innovations," *Human Organization*, 20, 70-81.

Katz, Elihu, Martin L. Levin, and Herbert Hamilton.
1963 "Traditions Of Research On The Diffusion Of Innovation," *American Sociological Review*, 28, 237-252.

Katz, Daniel.
1965 "Field Studies." *Research Methods in the Behavioral Sciences*. 2d ed., eds. Leon Festinger and Daniel Katz. New York: Holt, Rinehart and Winston.

Kirkvaag, Rolf.
1969 "Trim - Conception of An Idea, Strategy and Marketing." *Trim In Europe: Speeches and Papers*. Oslo: Konferenz des Norwegischen Sportverbandes.

Kirsh, Carol, Brian Dixon, and Michael Bond.
1973 *A Leisure Study - Canada 1972*. Ottawa: Arts And Culture Branch, Department Of Secretary Of State, Government Of Canda.

Kisby, Russ.
1972 "Participaction," *CAHPER Journal*, 38, 6, 10-14.

Kisby, Russ.
1973 "Participaction Saskatoon." Saskatoon: Sport Participation Canada. (Mimeographed.)

Kisby, Russ.
1972-1974 "Marketing Surveys I-IV." Saskatoon: Sport Participaction Canada. (Mimeographed.)

Kish, Leslie.
1965 Survey Sampling. New York: John Wiley and Sons Inc..

Klapper, Joseph.
1960 The Effects Of Mass Communication. Glencoe, Illinois: The Free Press.

Konni, Pekka.
1973 "Finland: Suomen Kuntourheilitiito Conditiesport In Finland," Sport [Belgium], 4 (October), 217-222.

Landa, S.
1974 "Participaction Saskatoon: A Progress Report." Paper read at the Canadian Association of Sports Sciences 8th Annual Meeting, October, Edmonton, Alberta.

Lawson, Patricia.
1974 "Saskatchewan CAHPER Member Speaks Out," CAPHER Journal, 40, 6, 42-43.

Lewin, Kurt.
1958 "Group Decision And Social Change." Readings In Social Psychology. eds. Eugene L. Hartley, et al.. New York: Henry Holt and Co..

Linton, Ralph.
1963 The Study of Man. New York: Appleton-Century-Crofts.

Lionberger, Herbert F.
1960 Adoption Of New Ideas And Practices. Ames, Iowa: The Iowa State University Press.

Lovell, K. and K. S. Lawson.
1970 Understanding Research In Education. London: University of London Press.

Loy, John W., Jr.
1969 "Socio-Psychological Attributes Associated With The Early Adoption Of A Sport Innovation." Sport, culture, and Society. eds. John W. Loy, Jr. and Gerald S. Kenyon. London: The Macmillan Co..

Magnusson, Sigurour.
1973 "Trim In Ijsland: Icelandic Sport Federation," Sport [Belgium], 4 (October), 232-235.

Mason, Robert and Albert N. Halter.
1968 "The Application Of A System Of Simultaneous Equations To An Innovation Diffusion Model," Social Forces, 47, 182-195.

McKerracher, Keith B.
1973 "Participation In Canada." Trim and Fitness International Reports. Frankfurt/Main: Deutscher Sportbund.

Mikolajozak, Zbignien.
1973 "Polen," Sport [Beligum], 4 (October), 261-263.

Miles, Matthew B.
1964 Innovation In Education. New York: Teachers' College, Columbia University.

"Noorwegen: Het Wezen Van De Sport." Sport [Belgium, Per
1973 Hauge-Moe], 4 (October), 251-252.

Orlick, Terrance D.
1972 "A Socio-Psychological Analysis Of Early Sports Participation." Unpublished Doctor's dissertation, University of Alberta.

Oshima, Kenkichi.
1973 "De Trim En Blijf Fit-Actie In Japan," Sport [Belgium], 4 (October), 237-239.

Palm, Jurgen.
1973 "Duitse Sportbond: Actie Trim Dich Durch Sport 1973," Sport [Belgium], 4 (October), 211-216.

"Participaction: The Canadian Movement For Personal Fitness."
1972 Pamphlet produced by Sport Participation Canada, Montreal and Don Mills.

"Participaction: Fitness - The Nation's Most Important Natural
n.d. Resource." Pamphlet produced by Sport Participation Canada, Montreal.

Precht, Dan.
1974 MTS/SPSS Reference Manual. Edmonton: University of Alberta Computing Services.

President's Council on Physical Fitness and Sports.
1974 "National Adult Physical Fitness Survey," Physical Fitness Research Digest, 4, 2, (April).

Quinney, H. Arthur.
1974a "The Development Of A 'Home-Test' Of Physical Fitness For Canadians." Routledge Seminar Presentation, The University of Alberta, January 23.

Quinney, H. Arthur.
1974b "The Relationships And Influence Of Three Selected Variables On The Aerobic Capacity Of Citizens Of An Urban Canadian Community." Unpublished Doctor's dissertation, University of Alberta.

Relac, Mirko.
1973 "Recreatiesport In Joegoslavie," Sport [Belgium], 4 (October), 240-242.

Riley, John W. Jr. and Matilda W. Riley.
1959 "Mass Communication and The Social System." Sociology Today: Problems And Prospects. eds. Robert K. Merton et al.. New York: Basic Books.

Rogers, Everett M. and F. Floyd Shoemaker.
1971 Communication Of Innovations: A Cross-Cultural Approach. 2d ed. New York: The Free Press.

Russell, H. H., K. A. Leithwood, and R. P. Baxter.
1973 The Peterborough Project: A Case Study Of Educational Change And Innovation. Toronto: Ontario Institute For Studies In Education.

Ryan, Bryce.
1965 "The Resuscitation of Social Change," Social Forces, 44, 1-7.

"Saskatoon Physical Fitness Testing Project." [D. A. Bailey].
1973 "Summary of Results." n.n. (Mimeographed.)

Sayer, Clinton.
1974 "Consultative Memorandum - 'Sport For All'." London: The Sports Council. (Mimeographed.)

Schramm, Wilbur (ed.).
1955 The Process and Effects of Mass Communication. New York: Basic Books.

Schramm, Wilbur (ed.).
1960 Mass Communications. Urbana: University of Illinois Press.

Selltiz, Claire, et al..
1959 Research Methods In Social Relations. Rev. ed.. New York: Holt, Rinehart and Winston.

Sevelius, Bengt.
1973 "Zweden," *Sport* [Belgium], 4 (October), 272-281.

Sharp, Lauriston.
1952 "Steel Axes For Stone Age Australians." *Human Problems In Technological Change*. ed. Edward H. Spicer. New York: Russell Sage Foundation.

Siedentop, Daryl.
1972 *Physical Education: Introductory Analysis*. Dubuque, Iowa: Wm. C. Brown Co..

Sillitoe, K. K.
1969 *Planning For Leisure*. London: [illegible]SS 388, H.M.S.O..

Smithells, Philip A. and Peter E. Cameron.
1962 *Principles Of Evaluation In Physical Education*. New York: Harper and Bros..

Spicer, Edward H.
1952 *Human Problems In Technological Change*. New York: Russell Sage Foundation.

Stauble, Jorg.
1973 "Twee Jaar 'Sportvoor Allen' In Zwitserland," *Sport* [Belgium], 4 (October), 282-290.

Stufflebeam, Daniel I. et al..
1971 *Educational Evaluation And Decision Making*. Itasca, Illinois: F. E. Peacock Publishers Inc..

Trist, E. L. and K. W. Bansforth.
1951 "Some Sociological And Psychological Consequences Of The Longwall Method Of Goal Getting," *Human Relations*, 4, 3-38.

Vaizey, John.
1973 "Emergence Of A British Economist," *International Social Science Journal*, XXV: 1 and 2, 154-168.

Wanzel, Robert Stewart.
1974 "Determination Of Attitudes Of Employees And Management Of Canadian Corporations Toward Company Sponsored Physical Activity Facilities And Programs." Unpublished Doctor's dissertation, University of Alberta.

Webb, Eugene J. et al..
1971 *Unobtrusive Measures: Nonreactive Research In The Social Sciences*. 7th pr.. Chicago: Rand McNally and Co..

NEWSPAPERS AND MAGAZINES

Edmonton Journal, August 31, 1974.

The Canadian Magazine, September 28, 1974.

"Hardly Motivated and Hardly Fit," Time, November 19, 1973, pp. 16-17.

Star-Phoenix [Saskatoon] references are in Appendix E, infra p. 203.

LETTERS

The University of Michigan School of Public Health, Department of Population Planning. Personal correspondence between Dr. Everett M. Rogers, Professor, and the writer. May 16, 1974.

The Star-Phoenix, Saskatoon. Personal correspondence between Jim Struthers, Executive Vice-President, and the writer. August 14, 1974.

CFQC-TV8, Saskatoon. Personal correspondence between Mr. D. C. Brinton, Vice-President/Manager, and the writer. September 23, 1974.

PERSONAL INTERVIEWS

Balsden, Douglas J. Personal interview. July 26, 1974.

Brinton, Don C. Personal interview. July 31, 1974.

Brown, Gordon. Personal interview. July 30, 1974.

Cole, Mrs. H. Personal interview. August 1, 1974.

Galleys, Marcel. Personal telephone interview. August 1, 1974.

Garvey, Clarence. Personal interviews. July 25, 1974 and August 1, 1974.

Kisby, Russ. Personal telephone interview. August 1, 1974.

Kurschner, M. Personal interview. July 31, 1974.

Landa, Dr. Sam. Personal interview. September 30, 1974.

Macleod, Rod B. N. Personal interview. July 30, 1974.

McKerracher, Keith B. Personal interviews. May 23-25, 1973 and June 11, 1974.

Moore, Mrs. Judy. Personal interview. July 29, 1974.

Nixon, Dr. Howard R. Personal interview. July 25, 1974.

Ravis, Mrs. Margaret. Personal interview. July 31, 1974.

Rayner, Mr. Personal interview. August 1, 1974.

Semko, Peter. Personal interview. July 30, 1974.

Stilling, Arnold. Personal interview. August 1, 1974.

Yasinowski, Mrs. N. Personal interview. August 1, 1974.

Ziolkoski, Wally C. Personal interview. July 31, 1974.

APPENDICES

Appendices A-G include extant, but not readily available, material which is important to this study. Appendix H helps to clarify the research procedure and gives details of occupational class divisions, while Appendix I incorporates the structured interview-questionnaire raw data.

APPENDIX A

WHAT IS SPORT FOR ALL?

WHAT IS SPORT FOR ALL?

This brochure is an excerpt from document CCC/EES (71) 22 - Planning the Future - VIII. Conclusions and Prospects, published by the Council of Europe.

THE IDEA OF SPORT FOR ALL

In the language which has gradually developed in the Council of Europe, the expression *Sport for All* denotes an idea, a concept and a social and political fact.

As an idea, *Sport for All* essentially appears as a possible answer to certain crucial present day issues. The problems to which it relates are those of a society whose structures are rapidly changing. The increase in leisure-time and the spread of automation and urbanisation are some of the phenomena on which "Sport for All" has a bearing (1).

The idea of "Sport for All" has been defined in Council of Europe documents as "an important social 'discovery'" (2) and as "a 'philosophy' or attitude towards sport" (3), i.e. as a political objective.

As a fact — an idea as it has been or is being put into effect — it has been described as a phenomenon that is "probably of historical significance" (4).

The originality of the idea of *Sport for All* is that it approaches sport mainly from the standpoint of the social functions it fulfils, or can fulfil. What distinguishes this approach from the traditional one towards sport are the words "for All" : *Sport for All* concerns the role of sport in society.

In this sense, the expression *Sport for All* coined by the Council of Europe does not claim any monopoly nor does it imply any exclusiveness. This is made clear in "Principles governing European co-operation in the field of 'Sport for All'", a text which the CCC approved in 1971, where it is stated that as a "philosophy" or an "attitude towards sport", *Sport for All* "does not necessarily demand a specific campaign or a particular title. It is the emphasis a government or organisation gives to its programmes and the direction in which its efforts and resources are channelled that decide whether a country is contributing to the socio-cultural aim of *Sport for All*" (5). In other words, it is immaterial whether there are "campaigns", national or otherwise, let alone whether such campaigns are conducted under identical titles; for the Council of Europe *Sport for All* means any effort to make sport available to as many people as possible.

Thus the Bruges report (January 1968), which marked the starting-point of the Council's work in this field defined the objective of *Sport for All* as an effort aimed at "the provision of conditions to enable the widest possible range of the population to practise regularly either sport proper or various physical activities calling for an effort adapted to individual capacities" (6).

THE CONCEPT

Such a broad interpretation of *Sport for All* demands that the concept of sport covered by the expression should also be construed in the widest sense. The definition of this concept varies from one member country to another.

For instance, Mr. Klemola quotes the concept adopted in Finland by the Niemi Committee, viz. "*Sport for All*, or, more strictly translated from the Finnish term suggested by the Committee, 'conditioning sport', is physical activity which takes many forms and which is practised voluntarily, mainly because of the direct satisfaction and sense of well-being achieved but also because of expected beneficial effects, such as the maintenance of health and the prevention of diseases. Therefore, 'conditioning sport' is a physically active way of life" (7).

In the study concerning Sweden, Mr. Bratt quotes the definition given to the concept in the official report, Idrott åt Alla (Sport for All), viz. "All those competitive and other physical activities practised by man for the sake of achieving a specific result or for exercise and physically active recreation" (8).

According to Mr. Wagemaker, "as applied to the situation in the Netherlands, *Sport for All* means: (a) physical education, (b) sport, (c) recreational sport" (9).

In the Federal Republic of Germany, there are three concepts, viz. (a) that of the "Zweiter Weg" (Second Way), a movement initiated ten years ago for the purpose of opening up existing sports clubs; (b) that of the "Trimm" campaigns aimed at making everyone aware of the need for physical exercise; and (c) "Breitensport" (mass sport), as opposed to "Leistungsport" (élite sport), which covers popular sports of all kinds, whether or not they are engaged in through a club whether they are practised on an organised or a personal basis (10).

Lastly, the Bruges report specifies that the concept of sport in the context of *Sport for All* "is to be understood in the modern sense of free, spontaneous physical activity engaged in during leisure-time: its functions, according to Joffre Dumazedier, being recreation, amusement and development. Sport in this sense includes sports proper and various other physical activities provided that they demand some effort" (11).

Any definition of a concept that relates to social reality will always be subject to revision; it will never therefore be possible to regard any definition of *Sport for All* as final. This is made clear in Principles governing European co-operation in the field of Sport for All, where it is stated that "it is necessary to ensure that the concept of *Sport for All* is constantly being clarified and interpreted in the light of social change and scientific advance, and that those responsible for action in this field are enabled to adapt the programmes to the changing situation" (12).

The Bruges Group, for its part, took care to emphasise that its report was only a preliminary outline. Several years have elapsed since then, and in various member countries considerable efforts have been made to clarify the basic concepts. It would no doubt be desirable, therefore, for a comparison of concepts to be made in due course at European level (13). The primary aim would not be to produce a standardised "European" concept, but rather to study the different concepts which have evolved in Europe and elsewhere.

SPORT AS A POLITICAL INSTRUMENT

The efforts which many countries, in Europe and elsewhere, are currently making to develop *Sport for All* reflect a new attitude towards sport. They are evidence of an awareness of the wider functions of sport in the dynamic society of today. For it must be realised if *Sport for All* is "a discovery", the reason is not so much that there has been a change in sport itself, but in its social setting.

Traditionally, as Dr. van Zijll, the Secretary General of the Netherlands Sports Federation, has pointed out, sport was "merely a game which only involved individuals" (14). Its function in the past was that of a pastime for a minority of enthusiasts or for a favoured class. Nowadays, by contrast, with the general increase in leisure-time and living standards, recreational sport is becoming an essential part, in both quantitative and qualitative terms, of the daily lives of the inhabitants of all industrialised countries.

There is no doubt (research having proved it) that this trend will continue and become more pronounced in future. Sport is already — and will be increasingly so — a considerable social force, a phenomenon that will have a profound significance for man, not only during his leisure-time but also during his working hours.

Having become *Sport for All*, sport is not however simply a form of entertainment for the masses — the "bread and circuses" of the consumer society. It can also be regarded as a factor capable of changing society; in other words, it can be a political instrument.

Ever since Sparta, autocratic and bellicose regimes have often fostered sport. Nowadays, sport is acknowledged to be a valuable means of attaining more peaceful aims, viz. that of preserving and developing the physical capacity of present and future generations (sport's "biological" function, which is vital in an automated society) and that of meeting man's need for communication, participation and self-expression (sport's socio-cultural function). It is to these functions that the CCC has accorded particular attention ever since the Bruges report was produced in 1966.

The reason why so much interest is at present being taken in *Sport for All* by public authorities and private organisations (both sports and non-sports organisations) is that *Sport for All* is seen as a powerful means of action — or to use the CCC's own words — as "a suitable if not indispensable instrument for the attainment of certain major objectives of socio-cultural policy" (15).

Hence, it is no longer a luxury for a country to have a sports policy; the framing of such a policy, as an integral part of a socio-cultural policy, is now an overriding need, supported both by facts and by logic.

THE AIMS

It is generally recognised that the aim of a *Sport for All* policy is to contribute to man's physical and mental well-being.

This argument was expounded at some length by the Bruges Group. "Figures show", it said, "that in industrialised societies lack of movement causes more illness and death than infectious diseases and cancer ... But the Group thinks that this process of degeneration, however disturbing, is only one aspect of the problem. It thinks, in fact, that sport can make an essential contribution to what it has called 'the development and expression of personality' or 'the preservation of the human element' in a mechanised civilisation" (16).

Explaining its views, the Group emphasised sport's socio-cultural functions as an occasion for, if not a means of, communication, participation and self-expression. It said that three aspects had "almost continually" thrust themselves upon its attention. One aspect was "the solitude and isolation to which man is increasingly subject. He is deprived of contact, not only with the essential reality of nature, but also with other men. Man is a social being and cannot live alone. He has a vital need to communicate with his fellows ... Now, modern living and working conditions ... tend to sentence the individual to a moral isolation which has as one of its symptoms increasingly frequent nervous depressions". The second aspect was "the subjection of man to his environment. Man should not have to adapt himself to living conditions which degrade him. He must dominate the world around him and make it a more habitable place, more worthy of him". Lastly, the Group stressed "man's needs of selfexpression and creativeness. Play, as an integral part of culture, opens up unsuspected opportunities of satisfying this need" (17).

To translate these lofty aims into a concrete policy, into practical measures capable of contributing to man's greater happiness — such is the great task for the future. It is a task that may well prove arduous. At a meeting on 15 and 16 June 1971, the Bureau of the Council of Europe's Committee for Out-of-School Education and Cultural Development held a preliminary exchange of views on some conceptions and trends which might ultimately threaten the just and noble idea of *Sport for All*. The Bureau noted in particular that these threats might be called "commercialisation", "regimentation" and "productivism" (18), and it expressed the hope that those who were responsible for *Sport for All* in each country would ponder over these problems while there was still time.

Commercialisation can be either positive or harmful. As for regimentation, there arises the question of man's freedom during his spare time; to what extent can the community's leisure activities be "organised" ? In considering the problem of productivism, one is inevitably led to reflect on the following lines by Gabriel Marcel concerning a certain "functional" conception of man : "... It will thus be easy to imagine the individual being subjected to periodic checks like a watch. A clinic will then take on the aspect of a control centre and workshop ... As for dying, it will be seen from an objective and functional point of view as a process of going out of service, becoming unusable, being turned into pure scrap" (19).

With this kind of approach *Sport for All* would be regarded as a mere factor of productivity; in extreme circumstances, it would become an instrument of alienation and there would conceivably be a law making sport compulsory, for all employees for instance.

The reason why the Bruges report strongly emphasised that "man should not have to adapt himself to living conditions which degrade him" but that he must "dominate the world around him and make it a more habitable place, more worthy of him" was that sport should help to liberate man, not subjugate him; it can make an essential contribution to what was called at Bruges "the preservation of the human element in a mechanised civilisation".

The dangers mentioned here are liable to affect not only man; they may also affect sport — and here the term is used in its strictest sense. As Mr. Benito Castejon, a former Secretary General of the Spanish National Delegation for Sport, has pointed out, sport — i.e. sport proper, competitive sport, as distinct from *Sport for All* — "implies an element of overtaking and improvement". To ignore this fact for the benefit of an ill-considered *Sport for All* policy would, according to Mr. Castejon, be "a serious mistake" : "If we did, we should not be propagating sport, but massifying it, emptying it of an essential aspect of its cultural and educational content" (20). Hence, somewhere, the justification for sport lies in sport itself; and we may conclude with Mr. Castejon (21), as with Mr. Bratt (22), that, when a policy for developing *Sport for All* is being drawn up, it is impossible to disregard either sports policy of the traditional kind or socio-cultural policy as a whole.

One of the main tasks of European co-operation will be to assist member countries in their search for the best possible policy.

---

(1) cf. doc. CCC/EES (70) 131, Appendix D, and Addendum to doc. CCC/EES (70) 131, p. 2.

(2) Principles governing European co-operation in the field of "Sport for All", doc. CCC/EES (71) 81, p. 2.

(3) Ibid.

(4) Planning the Future, Vol. II, Federal Republic of Germany, p. 6.

(5) Doc. CCC/EES (71) 81, p. 2.

(6) Doc. CCC/EES (68) 10, Rev. II, p. 4.

(7) Planning the Future, Vol. I, Finland, p. 31.

(8) Planning the Future, Vol. VI, Sweden, p. 4.

(9) Planning the Future, Vol. III, Netherlands, p. 4.

(10) Particulars given by the "Deutscher Sportbund" to the Secretariat in June 1971; cf also Planning the Future, Vol. II, Federal Republic of Germany.

(11) Doc. CCC/EES (68) 10, Rev. II, p. 3.

(12) Doc. CCC/EES (71) 81, p. 3.

(13) Cf. also Planning the Future, Vol. VI, Sweden, p. 34.

(14) Doc. CCC/EES (70) 131, p. 17.

(15) Doc. CCC (71) 27, p. 166.

(16) Doc. CCC/EES (68) 10, Rev. II, p. 5.

(17) Op. cit., p. 6.

(18) Cf. also an article by Michel Bouet in Le Monde of 21 April 1971, in which, noting that "leisure-time sport or recreational sport" claims "the mass" as its "area of expansion", he concludes that politics and business are "lying in wait" for such sport : "the latter in order to induce the consumer to spend money rather than expend energy and the former in order to prevent the citizen from thinking".

(19) Position et approches concrètes du mystère ontologique, Paris, 1949.

(20) "Sport for All" : Thoughts on planning and the role of the Council of Europe, doc. CCC/EES (70) 31, p. 2.

(21) Op. cit., pp. 2 and 3; cf. also Planning the Future, Vol. V, Spain, p. 4.

(22) Cf. Planning the Future, Vol. VI, Sweden, p. 4.

APPENDIX B

TRIM IN NORWAY

(Hauge-Moe, 1969)

TRIM - Organization and adaptation

by Per Hauge-Moe

I will hardly be disclosing any secret if I state that the choice of a common language for these introductory speeches has been among the most-discussed organisational details. One thing only was certain, we could not choose Norwegian.

The remaining alternatives were to attempt an even distribution on the three main international languages, - or to select one of them. Having chosen the latter, and having settled for English, we are now probably in the curious situation that most of the members of this cosmopolitan audience will be listening to someone else - not to me! In this particular case - ladies and gentlemen - that may quite possibly be an advantage!

In this connection I would also like to stress two points: We have attempted to soften the impact of the linguistic complications by an extensive use of audio-visual aids. A drawing knows no language barriers. Even more important is the fact that the cause which we are to discuss, and the message which we humbly try to transmit, is international in form and contents.

My colleagues have been dealing mostly with strictly practical matters. That, of course, is my intention, too. But I feel that this subject demands a few remarks on the background and the communities that TRIM has emerged from.

No matter how you look at it, Norway is a small nation. We are only 3,8 million inhabitants, about the population of an average European capital. But our millions live far apart, and often under rather difficult conditions.

For a Norwegian it may be difficult to form a picture of a foreigner's impression of Norway, but I think the main components are often some of that old Viking stuff, and then a glorious, virgin scenery. If that be so, we must admit that the vikings are now a thing of the past, while the scenery remains. Furthermore it must be admitted that the seeds of conflict have been sown - between the national romanticism of natural beauty, and a certain degree of modern urbanization.

It is true - fortunately - that natural beauty remains in our landscapes. Few countries - at least in our parts of the world - have been more richly endowed in this respect. But it is also true - unfortunately - that fewer and fewer people live on these beautiful outposts. To make better living, and to answer the modern call to congregate more closely, an increasing number of people live in a decreasing number of population centres. Broadly speaking Norway today is rapidly becoming urbanized, with all the outward manifestations of the so-called western cultural development. Motor cars and Television, automation and technical gadgets - all the advantages of Modern Times.

But still - let's not forget that - we have possibilities for something else. A few hundred yards from the futuristic vision that forms our meeting place - we can put on our skis and range far and wide through virgin woods. But please don't take too literally the boast that Norwegians are born with skis on. Our medical experts will support my statement that this would lead to obstetric complications even for the Viking daughters.

You will have learned from your program that my task is to conclude subject group 2. This demands a summing up as well as an elucidation, and might encourage some philosophical comments. However, we have had enough philosophy in this connection. What we demand now is a pattern for action.

There is only one central sports institution in Norway, the National Sports Association or Confederation - Norges Idrettsforbund. It is an entirely voluntary movement, attaining in a few weeks the venerable age of 108 years. This body is organised on two levels - the special sports federations, representing 35 different branches of sports - and the district associations, regional administrative units in the counties. The basic organisations are well over 4,000 sports clubs with altogether 659,000 members.

This would seem a simple and straightforward organisational pattern, with ancient traditions, and having no difficulties in establishing an acceptable sports pattern for everybody. But our problem is not quite that simple. Although a lot has been achieved, both here and throughout many years in many countries, yet "Sport for All" is a product of our times - and the problems associated with it can only be solved by means of the resources of today and tomorrow. We must get away from conventional desk thinking and start a practical program of action. At this point - with this realisation - TRIM was born.

We have not planned a new type of sports, nor new forms of physical actioities. We just want to spread existing benefits. We have our various branches of sports, and we have natural resources, in Norway as well as in other countries. But we get no further toward a realisation of "Sport for All" until we are able to market this concept the way our modern society demands. "Sport for All" is not Norwegian or European. It concerns the whole world - every day.

This means, among other things, that the definition of "Sport for All", whatever we mean and imply, must be very carefully considered. In this connection I would like to mention the "Declaration on Sport" which has been forwarded by the International Council of Sport and Physical Education, and which I believe many of your are already familiar with.

But this council is not the only one engaged in tackling this problem. There are health and sports organisations on various levels engaged in similar work in a field which is not exactly noted for coordination.

Anyway, here in Norway we have carried out no research, medical or philological, in this field. However, we needed a practical, everyday direction. Hence our working definition, I stress that that's all it pretends to be:

> TRIM is a symbol, the purpose of which is to make sports - in the widest sense of that word - known and enjoyed by ever-growing groups of the population.
>
> TRIM is physical activity which gives extra energy, enjoyment and well-being, expressed through sports and active open-air life, for the individual and in groups, adapted to the every-day life of all Norwegians.

What we mainly wish to express, is the fact that the TRIM concept comprises two adjacent functions. It is partly a propaganda symbol, partly an expression of sports activities.

Furthermore one may notice that there is no ceiling or limit to the activities that we aim at. There is room for any activity with meaning. Finally, as the definition implies: TRIM is aimed at propagation of simple sports for all - as well as a bridge to more advanced sports in various forms.

One more this is a question of marketing.

As a result of our practical direction or prescription the organisation and adaptation take the form of a four stage process:

First we must create motivation. Each individual must feel the urge to take part in sports according to his qualifications. The moment interest is created - here comes the second stage - we must transmit elementary information about a natural and suitable form of physical activity. We cannot assume that people are already informed, least of all adults who have had very little contact with organised sports. Furthermore there must be a place for the intended activities. This means mainly out-door venues of all sorts, and I will take up this point later.

Finally, the fourth and last stage: action. We agree that this, too, needs organising, but on the other hand it can be introduced in a hundred ways and take a thousand forms.

Furthermore it can be stated about this process that the sequence of the four stages is important. On the other hand it is possible to work on all four simultaneously, because we'll never lack material to work on. And of course, the ways and means within each sector must be continually changed and renewed. None of the aims can ever be fully achieved. Still another aim could have been added to the series: to create an understanding of this work, particularly by the authorities and by our partners in various forms of cooperation. When we don't mention this now, it is not because it is less important, but because the "consumers" are not its primary aim.

Let us now have a closer look at the TRIM launching stages: I will touch only briefly the problem of Influence through mass communications media and other channels. This has already been dealt with by one of our top experts, daily engaged in the centre of the all-important TV and Radio network.

One point I would like to add, however, because it is of infinite importance for our entire effort - the choice of people engaged in this work - centrally and locally. And I think it is proper that I should take it up, as I am attached to this project in a professional capacity.

Norges Idrettsforbund, the Norwegian Sports Association, represented by its board, is responsible for TRIM. But the everyday handling and running of the project is in the hands of a committee. Its members are hand-picked for this task, and if you think they have not been in touch with active, top-level sports competition, let me just mention that among them they account for 3 olympic gold medals, 7 world championships and 10 world records along with an impressive number of international matches in a wide variety of sports. Their background otherwise ranges from business life, information and communication services to medicine and physical education.

Having mentioned information I think it is appropriate to bring up the argument of the human factor, which means a great deal to all stages of the process, but particularly when there is a question of creating contact. This applies to the local level as well as the central, and we have a feeling that we have collaborators with the necessary initiative, imagination and phantacy. The mass communication media - particularly TV - are superior when it comes to bringing the message of TRIM to the public. But let us never for a moment forget that we are entirely dependent on the human factor for the last and decisive step of this information drive. Today there is a constant demand for information, and education - in schools, universities, vocational training, refresher courses, adult on-the-job training etc. - the urgency of it is almost frightening.

Well, you may ask: With all this around us - is there still a need for adults to learn about sports? Isn't that something we have learnt, once and for all, like driving, typing or cooking?

Frankly, we don't believe in that. And anybody who has tried strenuous physical exercise at an adult age and without sufficient training, can testify that we are right. Furthermore, enjoyment of the activities is immensely increased when they are based on education, training and practice.

Let me add, also, a few words about our basic principles: The process of influence must never create the impression that sports and physical activity is enforced in any way. Enforcement is only too common nowadays - but never in sports.

Furthermore, as a consequence of what has previously been mentioned, it follows that sports must never be presented as something gravely necessary. We have enough of the burdens of necessity in our every day life already.

Sports and TRIM are simply fun. Let the useful benefits come in as a secondary consideration.

Now our Trimming has come to the point where interest is created and certain basic information has been transmitted, making the activites a little easier and much more pleasant. Then two new problems arise: Where are these activities to take place, and how do we go about securing as many of these places as possible?

To start with, indoor venues for sports are probably as common or as scarce in Norway as in the average country. We have quite a few indoor swimming pools, gradually a fairly good coverage with respect to gynmasiums attached to the schools, but so far an insufficient number of halls for various indoor sports from tennis to wrestling. While they all provide excellent surroundings for every-day TRIM, we are faced with the problem that they are very much in demand for many purposes. New indoor facilities are constantly being built, but the supply is far short of the demand that an intensive TRIM propaganda effort would create in this sector.

There remains - not as a substitute, but as the main choice for active TRIM environment - Nature itself.

You may ask: Are we justified in putting so much emphasize on out-door activities in a country where the winter is long and severe, with very little daylight for many months?

We might avoid that issue by pointing out that skiing will always be the dominating winter sport in Norway. But there are other possibilities, too, and it takes often very little preparation and expense to make use of them all year round. We have mountains and forests, fields and lakes, and we are giving top priority to the construction of flood-lit trails all over the country.

But even a simple, un-lit trail must be cleared and marked, mountain routes too, both in the winter and in the summer. Open areas, beaches and fields must be protected. In Norway the responsibility for these jobs is divided between State and municipal authorities and a great number of voluntary clubs and associations. The sports organizations, too, regard the natural playfields as their field of interest, particularly as so many of our competitive sports take place in the woods and fields.

We have stressed the urbanizing influence which is spreading to Northern Europe as well. That means that many of us can reach the wide-open spaces only after long and time-consuming journeys, and have to find suitable TRIM solutions within concentrated, built-up areas.

There are conventional sports fields, but many un-trained adults shy away from these large, impersonal stadiums. Better solutions are found in simple training fields and TRIM centres attached to fields, pools, rinks -

apartment blocks or industrial areas. These centres can be established in the first case with a starting basis in the locker rooms - in the second instance in competition with parking lots which too often have dominated.

This encircling move to include simple sports activities in everyday life is not left up to each group. It must be planned in conjunction and cooperation with all responsible authorities.

It demands understanding of its importance.

We will create that understanding.

It demands initiative and imagination - rising to a challenge.

We will provide that challenge.

In our prescription for TRIM all sensible physical activities are included - subject to the discretion of the individual and if in doubt, subject to medical advice.

If the extremes are simple calisthenics in the living room, on the one hand - and active enjoyment of unspoilt Nature, on the other, then our task is to bring the extremes with a wide range of activities.

We must have proposals for all. Whether the proposal is accepted is a voluntary matter, but let's remember that the form of proposal is often determining the answer.

Proposals can obviously not be the same in a small fishing village on a lonely coast as in a big city. That means, too, that the TRIM packages distributed from a central source are intended as guidance only, to be adapted to local conditions. This is also part of the purpose, to encourage local imagination and ideas, which are to be found in even the most remote places to a surprisingly great extent.

Now for a few examples of basic activities.

Gymnastics programs - for individuals and groups - are planned through television and radio braodcasts, tape and records or printed matter, in firms and organizations and increasing number of sports clubs and units. The exercises make a useful break in the daily rhythm, - and they are a good introduction to other sports. But they must be exercises according to modern motion patterns.

Simple team games adapted to families, neighbour groups and similar parties, are also useful. Badges as rewards for performance or endurance achievements, as well as mass competitions - running, skiing, skating, swimming or bicycling - are becoming increasingly common.

But as we approach the borderlines of competitive sports and the sectors of the sports clubs we must bear two things in mind: That the clubs often are understaffed to handle a great inflax of new members - and that the untrained and inexperienced may be too timid to become one of these members. However, these are not too great problems and will be solved in time.

Quite a few propaganda events have been arranged by TRIM since its start. In the autumn of 1967 more than 100,000 citizens of 56 towns and cities took part in a distance hike competition. As the hike took them partly through the woods, partly over mountains the competition offered a chance to experience physical activity in natural surroundings, just where we would like them to be. Neither speeches and articles, nor TV and radio can force anybody to enjoy Nature. The feeling comes only through experience.

All municipalities of any size must have an up-to-date list of all proposed activities - adapted to the available information and local conditions.

This brings us to another, very important side of practical adaptation: Organization - How and by Whom?

Let me stress that TRIM does not seek to establish a new organisational set-up. It emerged from the sports organizations and will remain based on them. The committee which has been appointed to be in charge of TRIM has purely service functions - creative, informative, coordinating, adjusting - assisting all groups which are suited to the purpose and interested in it. Similar committees are organised locally, based on the regional sports associations, 20 of them in all. These units are attached to organised sports, but their task is not to organise or start sports events or TRIM activities.

Basis for executive work will always be the sports organizations themselves, but not all sections of competitive sports are equally concerned with Sports for All. This applies no doubt to all Western European countries, and it is understandable, considering the keenness of international top competition today.

This, in a way, is a challenge to develop TRIM activities based on these specialized competitive sports.

the sports clubs - the real platform for all forms of sports - may need more time to cope with an extension of their traditional field of activity, but we can afford to take that time.

With these reservations - which must be taken seriously - we can confidently state that our internal cooperation is developing in a very satisfactory way. New tasks are tackled daily, with impressive imagination and initiative, and slowly but surely the whole country will be served by active units turning proposals into activity.

Municipal authorities - 451 of them in all - are very important partners in our joint efforts. Their participation will mainly take the form of making sports and training fields and other venues available, and of coordinating activities in the district.

So far we have considered the two main components - sports organizations and official authorities. But TRIM doesn't stop there. A great number of other units and organizations also take part - on an informative or an active level - and so do groups and individuals all over the country. The main thing is to get the jobs done - no matter who does them. Two more questions arise in this connection: How do we finance all this, and how are the results so far?

The first point is no great problem at this stage, once an understanding has been established and the way the project has been launched. The central TRIM committee have at its disposal this year about half a million kroner - some 30,000 pound sterling, or 70,000 dollars or 300,000 German Mark, most of it earmarked for information purposes.

The money comes from that part of football pool profits which is alotted to the sports organizations. In addition, substantial contributions are made to sports and training fields, regionally and locally. Finally, the participants themselves contribute something like in any other hobby.

Results will not be measured as a sum total of the distances recorded by hikers or skiers or bicyclists during special events. Nor do we count the number of badges awarded or participants passing the tests. Although we have noted a marked increase in the membership of sports clubs - this is not our main goal, for the time being.

The important thing is the fact that the word TRIM and the idea have become part of our everyday life and language - for a steadily increasing number of people. This is far more fascinating than any statistics.

TRIM has already branched out, to other Nordic countries and to the Continent. Now we hope to extend it further, with the clear and obvious understanding that it must be adapted and adjusted to different conditions in different countries, just as we had to do it in different districts in our little country. We make only two stiuplations: That any changes of the TRIM figure itself must be made only with the consent of its creator, and that the TRIM idea must never be connected with any commercial interests.

Wherever TRIM goes it will carry with it three forms of a challenge: COOPERATION - VOLUNTARY EFFORTS - and SMILE.

APPENDIX C

PARTICIPATION IN CANADA

(McKerracher, 1973)

Keith B. McKerracher

PARTICIPATION IN CANADA

First of all I must apologize that I do not have a speech that I can circulate but rather I am going to tell you a story with some slides and some films about how we started our organization in Canada.

Sport Participation Canada was founded in 1971, on September 1st, after years of concern that the population was becoming less and less active. Fortunately for us, we think, our organization was created as a non-profit company. We are not a government agency and we are not part of the sports organization. Rather we separate for several reasons. First of all, people wanted to be sure of continuity of the organization, that there would not be a problem with funding because of change of government, or something like that. There was the feeling that if our agency was a government agency, people might see a political colouring to our messages. The messages themselves might be attacked by opposing political parties and therefore not get through to the population.

We could not be part of a sports organization in Canada because there is none. The 53 sports-governing bodies in Canada all function independently and unlike the European countries, in most countries of the world, there is no umbrella organization over them all.

The funding that we get is from government and it was based on a promise that if the government could get an organization like ours started, somehow private sector financing would begin to emerge and that hopefully, eventually, we would be independent from government funding almost altogether.

In Canada, as in most countries in the world, over 95 cents of every dollar that is spent on health care is spent on the cure of disease and 5 cents is spent on prevention. Throughout the country, there is an interest in physical activity as a new kind of health prevention that is available at a very economical cost to everybody. Government is very interested in this movement because it is seen as a way to save future money. We have stimated that the cost of cardio-vascular disease alone, in Canada, is $ 1.7 billion annually. Some physical educators and doctors believe that as much as 25 per cent of that could be saved if we were a really active nation. That is in the order of almost half a billion dollars a year saving. So the government can see that this is good investment for them to put money into an organization like ours.

As I said, we were formed outside of government and outside of sporting bodies. We are also, I believe, different from most of the similar organizations in the world, because the staff of Sport Participation Canada, comes from the world of advertising and marketing rather than the world of sports or physical education. Because of our experience in marketing, we were confident that we could sell fitness as though it was a consumer product; as though it was corn-flakes or soup or a new kind of soft drink.

The first step that we took before we began to work was to do some marketing research, attitudinal research to find out what Canadians knew and thought about fitness and we found out a great number of things. First of all, Canadians were absolutely unaware that we had a fitness problem. We found that we think of ourselves as "the Strong People of the North". There was a feeling we are vigorous because we are a new country; our forefathers were pioneers and fur traders and somehow or other, we still have that feeling that we are as hardy and active as they were. This feeling has no basis in fact, because according to any of the measures we were able to find, Canadians are less fit than people of many other countries of the world.

Canadians are absolutely ignorant of what the by-products of unfitness are. They do not realize that being unfit can lead to accelerated cardio-vascular disease. There have been lots of indications to show unfitness associated with various kinds of mental disease and instability. The lack of vigour, perhaps a disintegration of the family unit, are also thought to be by-products of this sedentary life.

So Canadians are unaware of the problem. We are absolutely ignorant about what fitness is. They just do not understand what fitness is all about. They think it is really being thin; they think it is not being fat. They do not understand that fitness has got a variety of components like cardio-respiratory effeciency, strength, balance, and flexibility.

There is a lack of personal involvement because everybody is smug. Each Canadian feels that he is doing enough. The businessman says: "Well, I am pretty fit, I play golf, two or three times a week; two or three times a month; I went skiing four times last winter." The average man does not know how much exercise he should be doing. I put this down to a real failure in our physical education system. If our children come out of school, and they cannot spell, we would criticize the English teacher. You would say that they had bad instruction. But we have got several generations of Canadians who have come out of school and they do not understand what fitness is, they do not understand how much exercise you need. They are completely ignorant of this whole area. This is one of the things, we feel we have to change. We have to change the way the P.E. is taught in the schools, but we believe that the best place to change is not by attacking the school system directly, but rather to attack the school system by appealing to the tax payer; by instructing the public about what the problem is so that the public makes new demands on public education, demands that the educators change the system.

With these research findings and with the philosophy that I have just told you about, we created a four-part communication program for Canada. We say to ourselves there are four distinct portions of communications that have to happen.

The first steps in this four-step communications program, is education. We have got to tell Canada that we have got a fitness problem. We have got to tell Canadians what fitness is. What is fitness? How do you get it? How do you tell when you have it? How do you tell that you do not have it?

Then, after that education phase is over- and that education phase will take several million dollars of advertising and may require a whole year of communication - we have to move into motivational messages. Because like everything else, just like heart-attacks or smoking, you know the individual feels that he is uneffected by whatever he is doing and he says, "OK, you have convinced me, Canada is unfit". But then he says to himself, "of course I am pretty fit myself, I am not like most Canadians." Somehow or other we have to make the message go right into every individual's heart so that he says, Goodness, maybe they are talking to me", and that is the motivation phase. It is somehow worming our way down into a man's brain to make him think that maybe he is part of the problem. Then when he says, "OK, OK you have convinced me, so I am unfit, what will I do?".

We now have to come to the third phase of advertising and this is offering solutions of what you can do to become more physically active. Now we visualize that people lie along a continuum of activity from zero activity at one end to a great deal of activity at the other end. We are not trying to convince the man who is one hundred percent sedentary, who does not do anything, that he should take up a jogging program right away. This is too big an intellectual jump. What we believe is that we have to suggest to him, that instead of driving his car to the store one block to buy his cigarettes, why doesn't he walk from time to time? Now we know that is not going to improve his fitness, but if we can get him to do that little bit, if we could get him to throw away his remote control for his television so that he actually has to walk across the living room three times every night, we have begun to capture his mind. We have started getting into his head and then he will be ready to receive messages that might take him further down his path. So that is what the solution area is all about.

When we have everybody really well informed about the fitness benefits of the different kinds of activities that are available, we must move into the reminder phase.

Now within each of these sections, like in any education system, there are different ways that we can go after this. You know you can explain all of the different components of fitness, that it has got to do with the muscle development, coordination and balance and flexibility. We shall have to use statistics; we shall have to try and find statistics about how unfit Canada is. Another way we think we can educate people is to awaken a national pride; to appeal to the pride of Canadians that it is just a terrible thing that we are unfit and that we owe it to ourselves as a great country to become more fit. We will be using expert and celebrity testimony. We hope to make use of the country's leading experts, the country's leading celebrities, political people, popular sports figures, every kind of hero. We want to get these people continually talking to Canadians and saying that we are an unfit nation and that we have to change.

We believe that this communication, just by its sheer amount will begin to make people believe what we are saying.

Perhaps another way we can educate people is to show Canadians the way we really are. We call this approach "slice of life". We will show Canadians sitting in a living room with potato-chips and beer and a remote control outfit, watching television. We will show mothers driving their children in a car to catch the school bus, just so the kids would not have to walk two blocks. In the building that I work in Montreal there are two long escalators near where the train comes in the morning. One goes up and one goes down, all day, but in the morning they both go up. Every morning there is a line-up for the escalators a hundred feet long and there is not one person using the stairs. And I want to get photographs of that to show Canadians the way we really are, and embarrass us.

In the motivational phase, we want to create messages that ensure that every single person sees the possibility that perhaps he is not fit. As I said, we 've got to move people along the "acitivity continuum" and we have to use a variety of motivational appeals to do it. Perhaps fear, the fear of dying, will motivate some people. We can tell people that fitness will lead to a longer life. Another motivational device is to dwell on the fun angle. We think this is a very important aspect of motivation, to make everything look like fun. In other words, we have had to lie a lot. I jog, and I personally do not think jogging is fun. The only part of jogging that I really enjoy is the last lap, because I am just finished then. But we cannot show strained faces of joggers or joggers that look like they're struggling for breath (as I do!). We have got to make it look like it is the greates fun in the world. They'll be laughing and having a lot of fun.

We have to find out how to communicate the great feeling that fitness is, that feeling of well-being. We have got to show people who are not fit next to people who are fit, and somehow communicate that difference. I think we have to suggest that the chance of a better family life is available through physical activity. And perhaps we can even offer more sex appeal; that we can say it makes you sexy! All kinds of products use those kinds of appeals to sell themselves, why not fitness?

When you have told people over and over that they are unfit and a guy begins to believe it, he may say, "How can I tell whether I am fit or not?" We have to be ready to answer that question, and I suggest that we need some kind of a test that he can use in his own home to test his fitness and that the test must be meaningful. I shall have more to say about that in a little while. In the solutions area, we believe that we have to present a cafeteria of activities. We cannot, in our view just present gymnastics or jogging or swimming, but we have to try and show every possible kind of movement that one can imagine. From bicycling to horse-shoes, from swimming to sailing to water-skiing, every possible activity. People can then pick out the kind of activities that they think suit their lives. Also in the solution part of our communications programme we have to tell people what the fitness worth of the activity is and how good it is for a person. How do you do it? How do you find or form a group and how do you use or acquire facilities to do that activity?

These are the sub-components of each of the four communications activities that we have to do. We have also to develop all the promotional games and ideas that we have been talking about in this meeting to promote that activity. In the final phase, the reminder phase, we must take a Coco-Cola approach. Somehow or other, the population must be reminded to carry out fitness. Not with a brochure that they get once a month, or something like that, but with thousands of messages a year that every person sees or hears about really successfully advertised products like Coco-Cola. By using our symbol on all of our messages, we hope to make it synonymous with vigor, health, and physical fitness. Then when people see our symbol, that is what they will think of.

Now, I want to tell you about the kind of sponsorships that we have been able to acquire from the private sector. Business people can see that our symbol is going to be built into what we want it to be. It is going to be, we hope, like the wool symbol. You are all familiar with the symbol of the fleece that the Wool Bureau developed many years ago. When that symbol was first developed it meant nothing to people. It had no value. Now, when that symbol is hung on a garment, it says things about the garment. It says: "long wearing, warm, good value." That symbol hung on a garment makes the garment worth more. What we are trying to do is to make our symbol mean vigor, health, life and activity. And then, when advertisors want to use it, we will charge them for using it, because it will make their products worth more. We are not licensing the use of our symbol for money at first, however, until it is well known. We feel if we license too soon, because it is not well-known, we would not be able to get much money for the use of it. We will use this symbol ourselves and also allow it to be used by advertisers who will help to make it well-known. Then when it becomes well-known it will be worth money.

This is just an example of one of the campaigns that we have started in Canada. We have got all of the dairies in Canada, through the Milk Industry Association to put fitness messages on the sides of the milk cartons and on the milk bags, the plastic bags of milk which you see here. We hope to have as much as one billion of these packages out in the next twelve months. These packages are on every breakfast table in the country every day. Our messages will change every six weeks. So the public, at the end of a year, is going to have a tremendous barrage of messages via this advertising medium. That milk campaign is equivalent in value to having forty television commercials a week, year in and year out.

We have also got our messages on 30 million boxes of matches. On 20 million packages of sugar, soon we'll have it on 108 million packages of margarine, per year. We hope that we can convince the telephone company to send fitness messages out with all the telephone bills. And we have got a drug company now, that is putting out one and a half million copies of a booklet on how to stay fit as part of a way to keep free of the common cold. And they are obviously also showing, their product .... "but if you get a cold, here is your cold remedy".

Our communications methods are a bit different because we are trying to shock Canadians or to amuse them into realizing that we have a problem. And these commercials that I am going to show you, are the first commercials appearing in the country.

If I can have the film please, I shall do some comment on the film. This is a commercial that was running last winter, and in this commercial, the sound says: "Did you know that you do not have to put on a jogging suit, you do not have to go out and jog or do callisthenics to get fit? Getting fit can be really fun; it can be going out and tobogganing down a hill with your kids. Here is another commercial of the same kind showing people having fun skating. And the voice is saying how much fun skating is. You used to enjoy it when you were young, why don't you go out and try it again? As you can see we have to do our advertising in two languages in Canada, French and English.

Last year the Canadian Football League offered us the chance to put fitness messages on every football game and to use scenes from football and what these say is something like this: "There is Joe Young, you have to be fit to ply football as well as he does, but fitness is good for everybody, not just for football players. Fitness is good for life." We had a bunch of different kinds of messages like this, all of them saying about the same thing: "football players have to be fit, but so do you". Now this is a commercial that says: "People do not know what fitness is all about, most people think it is between being thin or not being fat". But the girl says "Is it not that most Canadians are not fit". "Very sad, because fit people do everything better. Don't you wish you were fit?"

Here's another "Typical Canadian. A little bit overweight, smokes too much, poor muscles, poor posture. We want to make the typical Canadian a vanishing species." That is just making Canadians smile a bit. You know we are really not that bad, but we could be a lot better.

This one is about labour saving devices. "Labour saving devices: the elevator, so you do not have to walk up a flight of stairs; the car, so you do not have to walk a block to get a cigarette; the television with your remote control, so you do not have to walk across the living-room. We are trying to save Canada from labour saving devices." Well, those are some examples of our advertising work.

When we started a few months ago, the biggest thing that we had to fight was the fact that most people thought that this kind of advertising could not possibly work. We were convinced it would, and we decided to demonstrate to Canada that advertising can work to promote fitness. We took our campaign to one Canadian city, of 130,000 population, and doing a tremendously strong advertising campaign, we demonstrated how people would react to our advertising. This is just an example of the first kind of advertisement that appeared in the newspaper. It said "Canadians are unfit", and went on to talk of the unfitness problems of the country. The next series of ads says: "Canadians are unfirst". You know we do not do well in international competition. We lose in everything we take up, and perhaps it is because we are not fit. Saskatonians, (those are the people who live in Sakatoon) are unaware that we have got a problem. But they are not unlike all Canada in being unaware. But the final ad in this campaign said: "Saskatonians are unusual, and they are unusual because they are going to show the rest of Canada how to change".

That campaign started on January 5 of this year. By the end of January, we had fifty television commercials on, that month, 180 radio commercials, a full page newspaper ad in every newspaper three times a week, and we had the people of Saskatoon completely convinced that they were in terrible shape. Down in the bottom corner of the ad, there was a telephone number and if we had to do the campaign again, we would never have that telephone number because we had to set up ten lines to take the calls. Everybody was alling us up saying: "you have convinced us, what shall we do?"

Now we did not put on this campaign. We went into Saskatoon and got leaders in that city concerned about the fitness problem and they created this campaign. We feel that is an important quality of our campaign, that we were not trying to do it for people, we are trying to get people to do it for themselves. The committee in Saskatoon, they call themselves the "PARTICIPaction Committee" and they consist of the Mayor, the head of the Chamber of commerce, and thirty of the most prominent men in the city.

Early in the campaign they got the bright idea that in order to make a demonstration that Saskatonians were going to change that they would ask everybody to do something one night. They selected the night of February 5, and they said on that night at 7.30 p.m. just to demonstrate that you are making a commitment to begin to change your life, we want you to turn on all the lights on the outside of your house and we want you to walk around the block with your family. This is all. But it will be a demonstration that you have heard our message and you want to change your life.

7.30 p.m. on February 5 was a typical spring evening in Saskatoon. It was 26 degrees below zero. The wind was blowing at 40 knots and 51 % of the people of Saskatoon went out; 51 % turned out on the streets.

It was so successful that three weeks later, the Saskatoon Committee had a second "occasion" and that was a night when Saskatoon would "walk around the world." This night, people were asked to walk a certain distance and then phone in the distance to a central number. And that they wanted to accumulate enough mileage to walk around the world. 25,000 miles! Again it was a terrible, cold and windy night. By the end of the tabulation at midnight, when we closed the phone lines, Saskatonians had walked, not once around the world, but three times around the world. They clocked up nearly 70,000 miles. 22,000 people phoned in. Can you imagine the thousands that did not bother to phone in? Since the start of that campaign in Saskatoon, we have achieved national and international prominence for the city. Nearly everybody in Saskatoon has become fitness-oriented. The YMCA cannot take any more members. Physical activity classes in the schools are full for the first time in three decades. A little old ladies badminton club that has been in existence for thirty years, had about fifteen ladies who came out every Wednesday night to play badminton. Two weeks after our campaign started, a hundred and thirty women came out to play badminton at one gymnasium. Businesses have put on fitness promotions within the business. One department store in Saskatoon asked some employees if they would be interested in listening to a series of fitness lectures put on by the university. Quite a few employees said yes. The first one was held at 8 o'clock in the morning on a Friday. This is an hour before work officially started. That store has 294 employees and 285 of them came to work an hour early to hear the lecture. They have got all kinds of school programs, housewife programs. The Province of Saskatchewan through the university, is now creating a fitness leadership course to teach people how to lead fitness groups. The Telephone Company of Saskatchewan is putting its whole advertising behind it.

The other provinces of the country are catching fire. They say "Why don't you come out to our area and do what you did in Saskatoon for us?". Our reply to that is that we did not do Saskatoon, the people in Saskatoon did it. We have used Saskatoon as a demonstration for the whole country of what is possible. And that Saskatoon experiment is just an unqualified success in every way. And I would like to issue an invitation to anybody here that if you want to come to Saskatoon at any time, and see what a city has done, with the media, the people themselves, we'd be glad to have you.

The final thing that I would like to tell you about is that, as I mentioned, in Saskatoon, we found out that people want to know whether or not they are fit. Once they get excited about the idea of fitness, they would like to be measured. Well, it is impractical to put them all through a laboratory. We calculated that it would take one laboratory eight years to test all of the people of Saskatoon once. So we had some of the nation's most prominent exercise physiologists creat a fitness test that could be used in the home. And right at this moment, in Saskatoon, that fitness test is being validated by having 1600 randomly selected people from the city come in, try the test and record their results. A week later they will come back to our laboratory and they will have their fitness appraised scientifically and then we are going to match the results of the two kinds of tests and find out the correlation of the home test. And we are hoping that the home test will have a high correlation with the bicycle ergometer fitness test. It will be a tool that will be available to everybody in the world to give to people who are interested in finding out whether they are fit or not.

Thank you very much!

APPENDIX D

Participaction Saskatoon

(Kisby, 1973)

INTRODUCTION

Saskatoon will lead the way!

As the first, and currently only, Demonstration Community for PARTICIPaction, Saskatoon has the challenge of demonstrating to all Canadians how a community can mobilize its existing resources,, particularly people, to combat one of the most serious problems facing our country today. That problem is our current state of poor health or lack of physical fitness.

This is a serious problem, not only in terms of our lack of good health, (Canadians rank as one of the least fit populations on earth), but also in terms of the resulting social and economic implications.

Something must be done to reverse the existing trend and as physical activity is the only way to improve physical fitness, we must do something to get this country moving again.

Saskatoon has been challenged to lead the way and as such the "eyes of Canada" will be on this city. The real challenge of course will be whether the citizens of Saskatoon can once again be excited and mobilized, as they have so many times in the past, to demonstrate their belief in their community and country, and to set an example for all other Canadians to follow.

It can be done, but we will need YOUR help!

THE PURPOSE OF THIS DOCUMENT is to interpret just what PARTICIPaction-SASKATOON is all about and how it plans to operate.

FORMATION OF PARTICIPaction

Before focusing on the Saskatoon Demonstration Community Project, it may be worth putting things into perspective by examining PARTICIPaction nationally and the reasons for its formation.

Physical Fitness and Canada

Canadians are not fit. We are a nation of spectators.

Canadian adults spend most of their leisure time in passive activities, such as watching TV or driving a car. Less than 2% of the Canadian population takes part in physical activities as frequently as once a week and our level of fitness appears to be on the decline.

Canada spends more of its gross national product (GNP) on health than any other Western country -- 5.2% in 1969 compared to 4.7% in the U.S. and 3.6% in Britain. But by most standards Canadians are not as healthy as people in many other western countries. Our average life span is not increasing and we lose more time on the job due to sickness than do people of many countries. Health costs are now growing at a rate of about 13%

a year, 50% faster than the economy generally. The total bill is expected to triple in the next ten years. It has been estimated that the annual loss to our economy due to cardiovascular diseases alone is 1.7 billion dollars.

Physical Fitness and You

Throughout your life, your physical state can make the difference between really living and merely existing. If you are fit, you will look and feel better.

Exercise keeps you young longer since, according to medical authorities, a body that is not used to its full potential, deteriorates. It is a sad reflection on our way of life that many middle-aged people are out of breath after climbing a few steps.

Formation of a New Company

PARTICIPaction (the symbol-name), or Sport Participation Canada (incorporation-name) was formed in September 1971 as a non-profit company. It is run as a business and its Board of Directors is made up of prominent Canadians concerned about the lack of physical fitness of this nation's population.

The founding concept of the Federal Government was that if Canadians are to be convinced of the need to make more physical use of ever-expanding leisure time, a massive, long-term advertising or publicity campaign must take place that constantly reminds Canadians that we must each do more. The government, and businessmen who were connected with the formation of the company, further felt that if the messages were to have real impact, they should be devoid of any political connotation.

The work of PARTICIPaction is financed by a combination of government funding and private sector support. Government funding provided the initial support and "seed money" to get the company going. In view of the government's concern over growing health care costs, PARTICIPaction may be considered as one of the forms of preventative medicine needed to help control these spiralling costs.

Private sector support is being developed and will be expressed in the use of many forms of advertising. Some companies will support the cause for the prestige the association with such a worthy endeavour gives them. Others will be interested in identifying their products with the fitness movement in an indirect way, to enhance the image of these products with the public.

A National Advertising Force

The initial thinking behind the formation of PARTICIPaction dictated that the company employ modern marketing methods to accomplish its goal. Such methods will heavily utilize the various mass media forms of communication.

In the months and years ahead, you will see and hear its messages through all communications media. The messages will vary from television specials, to short billboard messages and bus cards; from fitness tips on radio and in newspapers to bumper stickers. All messages and devices will have one theme: "We must get this country moving again."

A Personal Contact Force

In addition it was agreed that PARTICIPaction should simultaneously attempt to develop a "grass root", personal-contact force. Such a force would employ the active support of the thousands of community leaders across the Country interested in health and recreation (doctors, recreation and physical educators, amateur sport leaders, etc.), to re-enforce and complement the effect of this planned media thrust.

SASKATOON

To assess the effectivness of this "two-punch" approach (co-ordinated mass media and personal contact), and to demonstrate just what is possible, it was decided to establish a "Demonstration Community" for PARTICIPaction.

Saskatoon, with the support of their City Council and Parks and Recreation Advisory Board, subsequently was selected to be the first Demonstration Community in Canada.

PARTICIPaction SASKATOON: BACKGROUND

The purpose of PARTICIPaction SASKATOON is to have Saskatoon become a microcosm of what we hope will happen nationally. In do soing, Saskatoon will demonstrate that PARTICIPaction is not just an idealistic dream, but that it is practical and can happen in every Canadian Community.

In simple terms, our goal is to change the lackadaisical attitude of Saskatoonians (and all Canadians) toward physical activity. To coax them out of their easy chairs into fresh air or to the nearest gym, skating rink, swimming pool, tennis court, hiking trail ... anywhere they can walk, run, skip, jump, and enjoy themselves. We want people to rediscover the fun they probably had when they were kids. We'll be encouraging whole families to get in on this together. COME ALIVE, GET FIT, is the real message!

In addition to the primary purpose as stated in the preceding paragraph, there are some secondary values for PARTICIPaction nationally in having a Demonstration Community like Saskatoon. First, through ongoing research, we hope to be able to assess the effects of various motivational techniques utilized as well as the overall impact in changing individual behavior and fitness habits. Further, by working closely with the local leadership, we can assess the practicality of developing the envisioned heavy citizen involvement and participation. Finally, by heavy national advertising and focus on Saskatoon as a model, we hope to motivate other communities to follow their lead.

The benefits for Saskatoon should be obvious. The first and certainly most important benefit is the potential for improving the health and well-being of every citizen. Secondary benefits such as improved citizen morale, increased individual working efficiency, less absenteeism due to illness, and greater community enthusiasm and pride, are also possible. In addition, the attention and prestige which Saskatoon will receive nationally should assist current efforts to attract new business and industry to settle in this community.

Why Saskatoon Was Selected

In selecting which city could best serve our purpose as a Demonstration Community, we had to consider not only such factors as population size, geographic location and other common factors in test market selection, but probably most important since this is an entirely new venture for Canada, we had to select a community in which we felt confident that there was a better than average chance of success.

Based on their proven record of exceptional community spirit and heavy citizen involvement in a number of successful projects over the years (not the least of which was the 1971 Canada Winter Games), Saskatoon became a natural possibility. After speaking to a broad cross-section of the leadership involved in municipal recreation, elementary and secondary schools, the university, and private agencies, we were convinced that the necessary leadership and support existed in Saskatoon. All had shown enthusiasm about the PARTICIPaction "dream" and promised their full support. Preliminary contact with the press, radio, and T.V. also indicated interest and a promise of support.

Subsequently a presentation was made to the City's Parks and Recreation Advisory Board which resulted in their giving the project their unanimous support and requesting that a similar presentation be made to the City Council. Such a presentation was made on March 27, 1972, at which time a motion was passed whereby Saskatoon accepted the invitation of PARTICIPaction to become our first Demonstration Community.

Important Terms of Reference

It is important to emphasize here two points. First, to better insure the long-term continued effect of the effort generated in Saskatoon, whatever develops and how it develops must be "their thing". In other words, the main Steering Committee as established by Mayor H. S. Sears is in complete control. It is truly Saskatoon's project and the role of national PARTICIPaction will be to serve as a catalyst, to assist as much as possible, but not to ultimately direct or control.

'The second main point concerns financing. PARTICIPaction was not established to be a fund granting institution and as such is not in a position to provide any operating or other funds to this Saskatoon Demonstration Project (or any other community). It will, however, be prepared to assist Saskatoon's efforts to generate such funds locally or otherwise.

The question is sometimes raised as to why the federal government does not allocate a few million dollars to a project like Saskatoon's for needed facility construction. The answer is two-fold. First, there is considerable evidence to indicate that with very few exceptions the existing facilities in Canada (including school gymnasiums, recreation centers and pools, private agencies, etc.) are currently being under-utilized and at times inefficiently programmed. We are speaking here of recreation facilities for the average citizen. Thus additional facilities in and of themselves are not the answer. The real problem is that we Canadians by our very lifestyle are inactive and unless somehow we are motivated to change, to become active, we have very little need for new facilities.

The second reason for the government not spending money on facility construction at this time, is that if Saskatoon is to be a model then this project must develop such that it is practical for any Canadian community. To put heavy federal funding into each community in Canada would obviously be impractical. Even if it were possible, however, one would have serious doubts as to its effect on our goal. Thus, by this Saskatoon project, we wish to demonstrate that heavy external funding is not necessary, that this is really a "grass-root" effort, an individual "coming alive". Further we wish to demonstrate that the necessary resources (and we suggest they are mostly human rather than material), currently exist in each community. To be successful it must be "your thing".

We want Saskatoon to demonstrate why this improved fitness goal is important and how a community can go about accomplishing it; how it can more effectively use existing facilities, program opportunities and leaders, as well as greatly expand programs into new areas given current resources. We feel certain it can be done and look to Saskatoon to prove it.

PARTICIPaction SASKATOON: PROGRESS TO DATE

On March 27, 1972, the Saskatoon City Council passed a motion whereby Saskatoon accepted the invitation to become the first PARTICIPaction Demonstration Community in Canada. Subsequently Mayor Sears appointed a sixteen-member Citizens' Committee to head up this project on behalf of the City. (A list of these committee members is available at the end of this document.) Dr. Sam Landa was elected Chairman of PARTICIPaction SASKATOON at the committee's first meeting in September, 1972.

In June, 1972, Sport Participation Canada (national PARTICIPaction) conducted a random sample 200-household survey in Saskatoon. Attitudes towards physical activity in general and fitness in particular were collected through personal interviews with the male and female heads of each household. The data obtained from this study (available upon request) will serve as both a "baseline" for later evaluation of changes due to our efforts and also as a most valuable base upon which to plan appropriate community promotion strategies.

Since September, 1972, the PARTICIPaction SASKATOON Committee has met as a whole each month with sub-groups meeting more frequently. Following is a summary of some of their actions to date:

a) Understandably there has been considerable discussion in clarifying this committee's purpose and operating role. The purpose, as already discussed in this booklet,was agreed to with the understanding that the focus was family-oriented. Our goal is to get all citizens in Saskatoon, in all age groups from pre-school to senior citizens, more active. Further it was agreed that this committee did not intend to establish any new permanent organization, but rather would encourage the expansion of program opportunities and participation in those already existing.

b) It was decided that there were definite advantages to PARTICIPaction SASKATOON becoming incorporated and steps have been taken in this direction.

c) A request for financial assistance to cover minimal operating expenses for this committee has been sent to the Provincial Government.

d) A special PARTICIPaction SASKATOON letterhead was designed and produced.

e) There has been considerable discussion and consideration of various promotional and program ideas with some future plans being finalized.

f) Five major sub-committees have been established, with Chairmen, under the main steering committee. It is expected that these will further subdivide as various tasks become identified.

The five major sub-committees of PARTICIPaction SASKATOON are:

MEDIA COMMITTEE: Chairman Jim Struthers. Responsible for developing and co-ordinating all the mass media promotion including newspapers, radio, television, and outdoor advertising.

PROMOTIONS COMMITTEE: Chairman Hub Braithwaite. Responsible for the development of promotional ideas and gimmicks outside of the mass media. This would include items like posters, T-shirts, special mailings, etc., as well as participation events like the "Block Walk."

PUBLIC RELATIONS COMMITTEE: Chairman Ian Wilson. Responsible primarily for the development of a "Speakers bureau" which will provide action speakers and materials for service clubs, churches, home and school groups, board meetings, club or union meetings, etc.

FINANCE COMMITTEE: Chairman Hugh Tait. Responsible for generating the necessary operational funds from various levels of government, business and other possible sources, plus assisting with the necessary fund generation for special events.

PARTICIPaction PROGRAMS COMMITTEE: Chairman Al Anderson. Likely to be the largest and most citizen-involved committee, it is responsible for expanding and improving the opportunities for people to participate in either individual or group activities. This committee will work closely with existing sport and recreation groups, the City's Recreation Department, schools at all levels, private agencies, commercial recreation establishments, etc.; in fact all groups currently offering program. In addition, it will focus a great deal of its attention on groups in the community who are not currently very physically active such as housewives, trade unions, industry, etc. They will, in effect, develop a person-to-person "sales force" to encourage all of Saskatoon's citizens to get active.

g) Finally, on November 24, 1972, a major "Launching Reception" was held at the Sheraton Cavalier Hotel. Attended by some 125 persons from the media, City Council, Board of Trade, churches, service clubs, sport and recreation groups, private agencies, schools, and the community at large, the purpose was to announce to the citizens of Saskatoon that they would be Canada's first PARTICIPaction Community and what this would mean. Considerable media coverage followed this event and on January 5th the media "officially" began their advertising and promotional campaign.

CONCLUSION

The words of PARTICIPaction Saskatoon Chairman, Dr. Sam Landa, spoken on the occasion of the November Launching Reception, are worth recalling here. In part he said:

> "We can assure you that we are determined to do everything possible to get every man, woman, and child in Saskatoon, "fitness conscious". We intend to stimulate our citizens to become much more active physically and we hope to be able to show the rest of Canada how to do it and to stimulate them to follow our lead.
>
> "We cannot do this alone. We must enlist the support of everyone in the City of Saskatoon. We need the help of business, industry, labor, education, churches, etc. We believe that everyone wants to feel well and enjoy life. We believe that by expending a little effort on becoming physically fit, these desirable objectives can be reached."

Thus, as mentioned earlier, the Saskatoon Project is really a microcosm of what we are attempting to do in all areas of Canada. If we are unsuccessful in obtaining the support of the business community and mass media in this city, as well as the essential volunteer leadership of hundreds of concerned citizens, it is unlikely that we will be successful in doing so elsewhere.

On the other hand, if we can successfully demonstrate just what can happen, the positive impact which such a program can have on a community, then we no longer will need to hypothesize about a good idea. We would rather have a working model, a Demonstration Community, for others to actually observe and hopefully emulate.

The Saskatoon Project, therefore, really contains the essence of what PARTICIPaction is all about.

It must . . . and can . . . work!

Russ Kisby
National Coordinator,
PARTICIPaction.
January, 1973.

PARTICIPaction-SASKATOON MAIN STEERING COMMITTEE

HONORARY MEMBER:

Mayor H.S. Sears, City of Saskatoon

MEDICAL PROFESSION:

Dr. Sam Landa (Committee Chairman)	Drs. Landa, Doig & Columbia 212 - 1st Ave. South	(Bus.) 652-4261
	930 Saskatchewan Cres. E.	(Home) 653-2471

PARKS AND RECREATION ADVISORY BOARD

Mr. Glen Penner	Alderman, City Council	(Bus.) 244-1651
	66 Phillips Crescent	(Home) 374-3580
Dr. Howard Nixon	Acting Dean College of Physical Education University of Saskatchewan Saskatoon Campus	(Bus.) 343-5989
	2711 Estey Drive	(Home) 374-3071

BUSINESS COMMUNITY:

Mr. Al Anderson	President, Athletic Equipment Sales 202 Ave. B South	(Bus.) 652-9412
	708 Walmer Road	(Home) 244-5265
Mr. Hub Braithwaite	President, Saskatoon Board of Trade c/o Dairy Producers Co-operative Ltd. 501 - 23rd St. West	(Bus.) 244-2161
	708 - 5th Ave. No.	(Home) 244-4933
Mr. Hugh Tait	Branch Manager Sterling Distributors Ltd. 302 Wall Street	(Bus.) 652-3300
	1208 Ewart Ave.	(Home) 343-7761
Mr. Peter Zakreski	Manpower Resourcing Director Federated Co-operatives Ltd. 401 - 22nd St. East	(Bus.) 244-3311
	53 Columbia Drive	(Home) 652-1382

MASS COMMUNICATION:

Mr. Don Brinton	Manager, CFOC-TV		
	216 - 1st Ave. No.	(Bus.)	242-6611
	20 Simpson Crescent	(Home)	374-5487
Mr. Jim Struthers	Executive Vice-President		
	Saskatoon Star-Phoenix		
	204 - 5th Ave. No.	(Bus.)	652-9200
	105 Columbia Drive	(Home)	244-5045

INSTITUTE OF APPLIED ARTS & SCIENCES:

Mr. Ian Wilson	Principal, SIAAS		
	P. O. Box 1520	(Bus.)	652-1800
	1308 Melrose Ave.	(Home)	242-8623
Mr. Stan Green	Program Head, Rec. Technology		
	SIAAS, P. O. Box 1520	(Bus.)	652-1800
	46 Phillips Crescent	(Home)	374-4476

UNIVERSITY OF SASKATCHEWAN:

Dr. Don Bailey	Professor		
	College of Physical Education		
	University of Saskatchewan		
	Saskatoon Campus	(Bus.)	343-4880
	41 Kirk Crescent	(Home)	373-3038
Miss Sylvia Fedoruk	Associate Professor		
	Cancer Clinic, U. of S.	(Bus.)	343-9565
	49 Simpson Crescent	(Home)	374-0421
Dr. Pat Lawson	Associate Professor		
	College of Physical Education		
	University of Saskatchewan		
	Saskatoon Campus	(Bus.)	343-4892
	R. R. #5	(Home)	374-2322

PUBLIC SCHOOLS:

Mr. Bob Adams	Co-ordinator of Athletic & Physical Education		
	Board of Education		
	405 - 3rd Ave. So.	(Bus.)	652-0850
	1926 Haultain Ave.	(Home)	343-6703

PRIVATE AGENCIES:

Mr. Wayne Kyle (YMCA) Principal, Estey School
441 Witney Ave. (Bus.) 382-6488

2614 Wiggins Ave. (Home) 343-7410

PARKS AND RECREATION DEPARTMENT

Mr. Rod Macleod Assistant Recreation Supt.
Parks & Recreation Department
City Hall (Bus.) 244-1662

#81, 325 - 5th Ave. No. (Home) 242-3860

SPECIAL ASSISTANCE:

Mr. Al McKenzie Director of Student Services
Sask. Institute of Applied Arts
& Sciences
P. O. Box 1520 (Bus.) 652-1800

115 - 32nd St. West (Home) 242-5583

Mrs. Mona Bradwell Secretary for PARTICIPaction -
SASKATOON Committee,
P. O. Box 1520 (Bus.) 652-0980

1129 Idylwyld Dr. No. (Home) 242-8205

Mr. Russ Kisby National Coordinator
Sport Participation Canada
Suite 1721, Place Ville Marie
Montreal 113, P.Q.

Montreal: 514-866-4463
Toronto: 416-483-8662

APPENDIX E

NEWSPAPER COVERAGE

TABLE 16

A Record of Participaction Saskatoon's Newspaper Coverage in Saskatoon Star-Poenix: 1971 - 1974

Date	Headline/Caption	Column Inches
November, 1972		
25	Aim of new plan is physical fitness	29
December, 1972		
4	Dr. Landa puts strong emphasis on physical fitness	38
8	Nation watches	10
20	*ParticipAction*: Don't overlook walking [Picture]	39
26	*Winterizing your body*: Keeping fit vital all year round [Picture]	70
27	*Winterizing your body*: Old exercise gets new twist [Picture]	51
28	*Participaction*: Bridge to better condition [Picture]	27
30	*Participaction*: Exercises test body control [Picture]	54
January, 1973		
4	Fitness: "Sad state," says Sport official	25
13	CANADIANS ARE . . . UNFIRST! [Cartoon picture]	Full page
20	SASKATONIANS ARE . . . UNAWARE! [Cartoon picture]	Full page
22	Turn on a light, get off your . . .	5

TABLE 16 (Continued)

Date	Headline/Caption	Column Inches
January, 1973		
24	Big 'walk out' starting Feb. 5.	10
27	SASKATONIANS ARE . . . UNUSUAL! [Cartoon Picture]	full page
29	Block Walk: Everybody's Doing It, Monday, Feb. 5	8
30	Block Walk: Everybody's Doing It, Monday, Feb. 5	8
31	Block Walk: Everybody's Doing It, Monday, Feb. 5	8
February, 1973		
1	Block Walk: Everybody's Doing It, Monday, Feb. 5	8
2	*ACCENT on Participaction:* Ease into physical fitness [Picture]	50
2	First step is the hardest	15
2	Saskatoon has first attempt [Picture]	40
2	How fit are you? [Cartoon picture]	36
2	Participate--all year round [Picture]	10
2	Pedal your way to fitness	41
2	Never too old to exercise [Picture]	47
2	Why Saskatoon?	10

TABLE 16 (Continued)

Date	Headline/Caption	Column Inches
February, 1973		
2	How the neighbors reacted [Pictures]	70
2	Get in step PARTICIPATE [Picture]	70
2	Schools in swing of things [Picture]	40
2	Not a great showing [Pictures]	40
2	Block Walk: Everybody's Doing It, Monday, Feb. 5	8
3	Block Walk: Everybody's Doing It, Monday, Feb. 5	8
5	BLOCK WALK: Office of the Mayor of Saskatoon . . . G.O.Y.A. . . .	55
5	Block walk is on despite snowfall	7
6	Taking a walk for ParticipAction [Pictures]	62
6	DON'T HANG OUT WITH SLOBS. Run Again [Cartoon Pictures]	42
8	BAN THE BELLY: Walk Again [Cartoon Picture]	42
9	ParticipAction: effects being felt?	22
9	BE GUTLESS! Exercise Again [Cartoon Picture]	42
9	A recruit for participAction	17

TABLE 16 (Continued)

Date	Headline/Caption	Column Inches
February, 1973		
10	DON'T HANG OUT WITH SLOBS. Run Again [Cartoon Picture]	42
12	GROSS NATIONAL PRODUCT: Skate Again [Cartoon Picture]	42
13	TAKE IT OFF! Sweat Again [Cartoon Picture]	42
15	Y.M.C.A. Facilities get more use	7
15	BE FIRM! Get Going Again [Cartoon Picture]	42
16	Bay becomes involved	4
16	Mothers emjoy gym [Picture]	35
17	GROSS NATIONAL PRODUCT: Skate Again [Cartoon Picture]	42
19	TAKE IT OFF! Sweat Again [Cartoon Picture]	42
22	WOULD YOU LOOK AT YOU TWICE? Swim Again [Cartoon Picture]	42
24	DON'T HANG OUT WITH SLOBS! Run Again [Cartoon Picture]	42
26	GROSS NATIONAL PRODUCT: Skate Again [Cartoon Picture]	42
27	DON'T HANG OUT WITH SLOBS! Run Again [Cartoon Picture]	42
March, 1973		
6	New fitness program	4
7	Senior citizens ParticipAct	36

TABLE 16 (Continued)

Date	Headline/Caption	Column Inches
March, 1973		
8	DON'T HANG OUT WITH SLOBS! Run Again [Cartoon Picture]	42
9	GROSS NATIONAL PRODUCT: Skate Again [Cartoon Picture]	42
10	BE GUTLESS! Exercise Again [Cartoon Picture]	42
12	THE WALK AROUND THE WORLD! [Cartoon Picture]	36
12	Canadians inactive	12
13	Request referred	6
13	THE WALK AROUND THE WORLD! [Cartoon Picture]	36
14	THE WALK AROUND THE WORLD! [Cartoon Picture]	36
15	THE WALK AROUND THE WORLD! [Cartoon Picture]	36
16	THE WALK AROUND THE WORLD! [Cartoon Picture]	36
17	Walk starts Monday	5
17	PARTICIPACTION PROUDLY PRESENTS . . . THE WALK AROUND THE WORLD! [Cartoon Picture]	Full page
19	THE WALK AROUND THE WORLD! [Cartoon Picture] TONIGHT'S THE NIGHT! [Cartoon Picture]	Half page
20	World walkers make it twice [Picture]	30

TABLE 16 (Continued)

Date	Headline/Caption	Column Inches
March, 1973		
27	Bay workers 'scrutinized'	4
27	Fitness course approved	8
27	HELP! PARTICIPaction IS BREAKING OUT ALL OVER	15
29	WHAT ABOUT OUR STUPENDOUS FEAT? [Cartoon Picture]	72
30	HELP! PARTICIPaction IS BREAKING OUT ALL OVER	15
31	HELP! PARTICIPaction IS BREAKING OUT ALL OVER	15
April, 1973		
11	ParticipAction officers named	7
12	Now Open for Fitness: THE PARTICIPaction OFFICE	21
14	"Fit Cats" in action [Picture]	32
16	ParticipAction gets support	10
25	FITigue? [Cartoon Picture]	36
27	FITpicking? [Cartoon Picture]	36
28	inFITation? [Cartoon Picture]	36
May, 1973		
1	FITbag? [Cartoon Picture]	36
1	ParticipAction grant for signs	4
2	FITerature? [Cartoon Picture]	36
5	FITuperation? [Cartoon Picture]	36

TABLE 16 (Continued)

Date	Headline/Caption	Column Inches
May, 1973		
8	FITigue? [Cartoon Picture]	36
8	Park courses approved	5
11	FITpicking? [Cartoon Picture]	36
12	inFITation? [Cartoon Picture]	36
14	FITbag? [Cartoon Picture]	36
15	FITerature? [Cartoon Picture]	36
18	ParticipAction widely known	20
18	Facilities are not needed for personal participation [Pictures]	40
18	Fitnic scheduled for Fathers' Day	10
18	ParticipAction tough to gauge	20
19	FITuperation? [Cartoon Picture]	36
23	Fitness testing project starts at university [Picture]	40
23	FITigue? [Cartoon Picture]	36
24	School ParticipAction carries on	22
25	inFITation? [Cartoon Picture]	36
28	FITbag? [Cartoon Picture]	36
29	FITerature? [Cartoon Picture]	36

TABLE 16 (continued)

Date	Headline/Caption	Column Inches
June, 1973		
1	FITuperation [Cartoon Picture]	36
1	ParticipAction volunteers sought	5
11	FITnic? [Cartoon Picture]	36
12	FITnic? [Cartoon Picture]	36
15	FITnic? [Cartoon Picture]	36
16	THE PARTICIPACTION FITNIC [Cartoon Picture]	Full page
16	Fathers' Day 'Fitnic' set	5
18	Free swim main attraction of ParticipAction Fitnic	18
July, 1973		
13	FITtrails . . . Vita Cours? [Cartoon Picture]	45
16	FITtrails . . . Vita Cours? [Cartoon Picture]	45
18	FITtrails . . . Vita Cours? [Cartoon Picture]	45
21	FITtrails . . . Vita Cours? [Cartoon Picture]	45
24	FITtrails . . . Vita Cours? [Cartoon Picture]	45
26	FITtrails . . . Vita Cours? [Cartoon Picture]	45
28	FITtrails . . . Vita Cours? [Cartoon Picture]	45

TABLE 16 (Continued)

Date	Headline/Caption	Column Inches
July, 1973		
30	FITtrails . . . Vita Cours? [Cartoon Picture]	45
October, 1973		
9	FIT-KIT! [Cartoon Picture]	42
11	FIT-KIT! [Cartoon Picture]	42
12	FIT-KIT! [Cartoon Picture]	42
13	FIT-KIT! [Cartoon Picture]	42
25	Places to be . . things to see	7
November, 1973		
21	Survey reveals more exercising	7
27	ParticipAction receives support	7
29	Keeping fit [Picture]	30
December, 1973		
4	ParticipAction Grant Approved	4
February, 1974		
8	ParticipAction Saskatoon plans achievement week	12
12	CONSIDER OUR REMARKABLE FEATS [Cartoon Picture]	Full page
16	CONSIDER OUR REMARKABLE FEATS [Cartoon Picture]	Full page
23	PARTICIPACTION SASKATOON PRESENTS . . . ACHIEVEMENT WEEK	Full page
March, 1974		
2	PARTICIPACTION SASKATOON PRESENTS . . . ACHIEVEMENT WEEK	Full page

TABLE 16 (Continued)

Date	Headline/Caption	Column Inches
March, 1974		
7	Physical fitness	22
16	IT'S PARTICIPACTION ACHIEVEMENT WEEK	Full page
18	37,000 pledge participation	15
18	FITTOGETHER during ACHIEVEMENT WEEK	45
19	Leaps for fitness [Picture]	33
19	FITTOGETHER during ACHIEVEMENT WEEK	45
20	FITTOGETHER during ACHIEVEMENT WEEK	45
21	FITTOGETHER during ACHIEVEMENT WEEK	45
22	FITTOGETHER during ACHIEVEMENT WEEK	45
23	FITTOGETHER during ACHIEVEMENT WEEK	45
30	THE GREAT FITTOGETHER IS OVER	Full page
May, 1974		
15	More exercising: Survey	5
July, 1974		
22	Fitness agency takes holiday [Picture]	10

APPENDIX F

Television Coverage

Below are examples of the types of television coverage used at Saskatoon. They appear in transcript form, as provided by the television stations.

CFQC - TV8

Video	Audio
SLIDE: PR 106 DO NICE FOR BODY	BOOTH: DO SOMETHING NICE FOR YOUR BODY BY JOINING A FITNESS BUILDING ACTIVITY. THERE ARE OVER 600 MUSCLES IN THE HUMAN BODY . . . START USING SOME TODAY!
SLIDE: PR 109 LOOK TWICE	BOOTH: WOULD YOU BENEFIT FROM A FITNESS PROGRAM? A PARTICIPACTION REMINDER THAT REGULAR EXERCISE MAKES YOU STRONGER MORE VIGOROUS, SELF CONFIDENT AND ALERT. START A FITNESS PROGRAM FOR YOURSELF TODAY.
SLIDE: PR 111 WARNING: ATTRACTIVE PERSON	BOOTH: PARTICIPACTION AND THE DEPARTMENT OF NATIONAL HEALTH AND WELFARE ADVISES THAT REGULAR EXERCISE MAY TURN YOU INTO AN IRRESISTIBLY ATTRACTIVE PERSON. A GOOD REASON TO START YOUR PERSONAL FITNESS PROGRAM TODAY.

Video	Audio
SLIDE: PR 113 INSIDE EVERYONE	BOOTH: ITS TRUE THAT INSIDE EVERYONE THERE IS A BEAUTIFUL BODY . . . OR WE FEEL THAT THERE CAN BE. PARTICIPACTION SUGGESTS THAT WE START TO REBUILD THAT BODY WITH A REGULAR EXERCISE PROGRAM.
SLIDE: PR 114 SKIP CAR	BOOTH: THE CHIEF DANGER OF AUTOMOBILES IS NOT FROM ACCIDENTS BUT FROM THE FACT THAT THEY TAKE US OFF OUR FEET. NOW IS THE TIME TO START A WALKING PROGRAM.
SLIDE: PR 119 TOUCH WITH TOES	BOOTH: A PARTICIPACTION REMINDER THAT A REGULAR EXERCISE PROGRAM IS THE KEY TO PHYSICAL FITNESS. START A REGULAR FITNESS BUILDING ACTIVITY AND SOON . . . YOU'LL BE IN TOUCH WITH YOUR TOES.
SLIDE: PR 206 BAN BELLY	BOOTH: PARTICIPACTION IS OUT TO BAN THE BELLY! YOU CAN . . . . WITH A REGULAR FITNESS BUILDING ACTIVITY. THEN YOUR SPARE TIRE WILL BE IN THE TRUNK . . . AND NOT AROUND YOUR WAIST

Video	Audio
SLIDE: PARTICIPACTION ID	BOOTH: HERE'S RUSS KISBY WITH ANOTHER PARTICIPACTION FUN EXERCISE THAT YOU CAN DO AT HOME.
CAMERA: RUSS IN L. ROOM WITH MOM, DAD, TWO CHILDREN	AD LIB EXERCISE INSTRUCTION. PLUS ALL DO.
SLIDE: PARTICIPACTION	
CAMERA: SPLIT SCREEN OR SUPER GLOBE ONE SIDE ANNCR WALKING ON THE SPOT ON OTHER	1. LETS SEE NOW ... I'VE WALKED 24 BLOCKS .. THAT EQUAL TO 2 MILES ... (MUTTERING) WE DEDUCT THAT FROM THE EARTHS CIRCUMFERANCE OF SOME 26,000 MILES ... WOW ... MUST KEEP WALKING
HE WALKS OUT AS ANCR 2 WALK IN. WALK ON SPOT	2. A WALK AROUND THE WORLD ..THATS OUR NEXT COMMUNITY GOAL FOR PARTICIPACTION. HERE'S THE IDEA. MONDAY NIGHT BETWEEN 7.00 and 9.00 JOIN SASKATOON AND WALK AS FAR AS YOU CAN ... KEEP TRACT OF THE DISTANCE AND AFTER YOUR WALK GO TO ANY OF THE 70 SASKATOON SEPARATE OR PUBLIC ELEMENTARY SCHOOLS AND REPORT

Video	Audio
	YOUR TOTAL. IT WILL BE TALLIED AND ADDED TO OTHER WALK MILAGES TO MAKE SASKATOON'S TOTAL FOR A WALK AROUND THE WORLD.
WALK OUT AS ANNCR 3 WALK IN. WALK ON SPOT	3. EACH OF THE SCHOOLS WILL ALSO HAVE A STICKER WHICH WILL BE AWARDED TO YOU AS A PARTICIPANT IN THE WORLD WALK. FITNESS INFORMATION SHEETS TO HELP YOU GET FIT WILL ALSO BE AVAILABLE AT EACH SCHOOL.
WALKS OUT ANNCR I WALK IN. SPOT WALK	1. SO LETS ALL DO OUR PART TO ADD TO THE MILEAGE FOR THE WALK AROUND THE WORLD MONDAY 7.00-9.00.
OTHER 2 WALK BY QUICKLY	HE REGISTERS SURPRIZE
SLIDE: PARTICIPACTION ID	

Video	Audio
7.00	PARTICIPACTIONS WORLD WALK IS UNDERWAY ... START WALKING SASKATOON. QC 8.
7.30	KEEP WALKING SASKATOON ... WE'RE ON THE WAY AROUND THE WORLD IN THE WORLD WALK. QC 8.
8.00	YOU ARE WALKING GREAT SASKATOON ... WE'RE ALMOST 1/3 OF THE WAY AROUND THE WORLD. QC 8.
8.30	IT LOOKS LIKE WE'VE LOGGED 20,000 MILES ON OUR WAY TO WALK AROUND THE WORLD. NOT MUCH TO GO ... KEEP WALKING. QC 8.
9.30	LISTEN FOR THE WORLD WALK TOTAL MILAGE ON TONIGHTS LATE WEATHER-FORCASE. QC 8.
10.00	LISTEN FOR THE WORLD WALK TOTAL MILEAGE ON TONIGHTS LATE WEATHER. QC 8 SASKATOON TELEVISION.
SLIDE: PARTICIPACTION ID CAMERA: FULL FITNIC CARD	MUSIC: LIVELY UP 2-3 SECS UNDER FOR BOOTH: FITNIC IS THE NEXT BIG CITY WIDE PARTICIPACTION EVENT ... FITNIC IS A PICNIC PLUS FUN .. GAMES AND

Video	Audio
	HEALTHY PARTICIPACTION ACTIVITIES.
SUPER 2 PM	STARTING THIS SUNDAY AT 2 PM IN
	MANY OF THE CITIES PARKS ACTIVITIES
ZOOM IN TO FRAME TUG	ARE PLANED INCLUDING TUG OF WAR
WAR PAN TO KIDS AND MAN	GAMES.. MINITURE FITNESS TRIALS..
PAN TO EATING	NOVELTY RACES..DODGEBALL...
PAN TO BAND SUPER 5 PM	AND OF COURSE A TIME FOR YOUR OWN
	PICNIC LUNCH..DURING THE BAND
	CONCERT AT 5.
PULL OUT TO FULL	FITNIC WILL BE IN OPERATION AT
SUPER: LOCATIONS	ARCHIBALD KINSMEN AND VICTORIA PARKS
PAN ALL	..THE RIVERSDALE POOL...ASHWORTH
	HOLMES PARK..MAYFAIR & GEORGE WARD
	POOLS...GRIFFITHS STADIUM...ASHLEY
	PARK..LATHEY POOL AND NUTANA KIWANAS
	PARK. THERE WILL BE NO ADMISSION
	CHARGES AT ANY LOCATION. SO LEAVE
	YOUR CAR AT HOME AND WALK, JOG OR
	BICYCLE TO THE NEAREST FITNIC
	LOCATION AND ENJOY THE FUN. WHILE
	YOU'RE THERE YOU CAN BUY PARTICI-
	PACTION HATS, PENNANTS, CRESTS,
	BUTTONS AND T SHIRTS.
SUPER 2 PM	COME ENJOY THE FUN AND FITNESS OF
	PARTICIPACTION FITNIC SUNDAY AT 2.

Video	Audio
CAMERA: SPOTLIT IN LIMBO IS *WALKER*.. WALKING ON SPOT	STU: SASKATOON..GET SET FOR THE FITNESS FUN AND PRIZES OF PARTICIPACTION'S ACHIEVEMENT WEEK.
SUPER: CAMERA: ACHIEVEMENT WEEK	
PULL OUT TO: GREG WITH PLEDGE PLUS ROLL 1/2 SCREEN SUPER OF LOCATIONS	THE ACHIEVEMENT WEEK IDEA IS SIMPLE ...DURING THE WEEK YOU PLEDGE IN WRITING TO CARRY OUT A PHYSICAL FITNESS ACTIVITY OR PROGRAM OF YOUR CHOICE. FITNESS IDEAS AND COMPLETE INFORMATION ARE HERE ON THIS PLEDGE FORM AVAILABEL FROM SCHOOLS AND THE MANY BUSINESS PLACES YOU SEE HERE. REMEMBER THAT PRIZES WILL BE DRAWN DURING THE WEEK FROM YOUR COMPLETED
STOP SUPER AS *SCHOOL* APPEARS	PLEDGE ...80... HAVE FUN..BE FIT..TAKE PART AND ENJOY PARTICIPACTION'S ACHIEVEMENT WEEK.
SLIDE: PARTICIPACTION	

Video	Audio
A STOP WATCH, MAN PUTS IT ON TABLE AND STARTS IT. -	How long does it take to get fit? Not long. A half hour a day of swimming, or jogging, or tennis. But it has to be regular.
IT'S STOPPED.	Because although it doesn't take long to become fit ....
IT STARTS RUNNING BACKWARDS	It also doesn't take a long time to get ... unfit.
IT'S STOPPED. AND THEN IT'S STARTED AGAIN . . . AND RUNS FORWARD AS WE CLOSE IN TO SEE THAT INSTEAD OF "BULOVA" ON THE FACE, IT SAYS "PARTICIPACTION".	This message is from PARTICIPaction ... the people who want Canada to run, swim, play tennis, dance, ski .... do anything... to get Canadians back into shape.
(1) ONE SHOT SEQUENCE: MAN BLOWING BALLOON UP. BALLOON HAS PARTICIPACTION SYMBOL ON IT. SEE EXERTION OF MAN	SFX: MAN TAKING DEEP BREATH AND BLOWING INTO BALLOON. MIX IN KIDS SOUNDS IN BG. ANNOUNCER VO: Lung power is just one of the better living benefits you enjoy from regular exercise. Join the party.
(2) PARTICIPACTION ANIMATED LOGO AND EXPLANATORY LINE: The Canadian movement for personal fitness.	This message is brought to you by PARTICIPaction - the Canadian movement for personal fitness.

Video	Audio
(1) ONE SHOT SEQUENCE OF GRAND FATHERS CLOCK. MOVE SLOWLY IN ON PENDULUM	SFX: OF CLOCK TICKING REGULARLY, SFX TURNS INTO A HEART BEAT AT THE END. ANNOUNCER VO: Your old ticker is going to last longer if you just give it some exercise every day. Please find the time.
(2) ANIMATION OF PARTICIPACTION SYMBOL AND EXPLANATORY LINE. "The Canadian movement for personal fitness."	This message is brought to you by PARTICIPaction, the Canadian movement for personal fitness.
(1) MAN IN BUSINESS OFFICE JUST LEAVING FOR DAY. PICKS UP TENNIS RACQUET WITH "PARTICIPACTION" SYMBOL ON COVER.	MUSIC: STOCK ORGAN STING HOLDS AND UNDER When it comes to fitness some people are more motivated than others.
(2) CLOSES DOOR OF OFFICE. ON DOOR IS TITLE: FUNERAL DIRECTOR.	

Video	Audio
(3) ANIMATION OF PARTICIPACTION AND EXPLANATORY LINE: The Canadian movement for personal fitness."	This message is brought to you by PARTICIPACTION, the Canadian movement for personal fitness. [sic]

APPENDIX G

RELATED SURVEYS

Saskatoon Marketing Surveys

SASKATOON MARKETING SURVEY

In June, 1972, as part of their commitment to the Saskatoon Demonstration Community Project, Sport Participation Canada (PARTICIPaction) conducted the attitudinal survey of 200 random selected households in Saskatoon. The aim was to interview both the male and female household head, in separate interviews, to ascertain their current views or attitudes towards physical fitness.

The interview questions ranged from very general:

"describe in your own words what is physical fitness"

"how can you tell if a person is physically fit or unfit?"

to some focusing on the nation:

"would you say Canadian people are more fit, about the same, or less fit, than people in other countries?

and finally two questions that were very specific to the person interviewed:

"when was the last time you personally decided to do something to help your fitness?"

"how many minutes a day would you say that a person would have to work out in order to get in shape?"

The final results were computerized to allow for greater flexibility in sorting views according to age, sex, socio-economic and occupational groups (or any combination of these four).

It is hoped that this information may be useful in selecting and directing varius promotional approaches as we attempt to motivate citizens of Saskatoon to become more physically active. Further, one of the primary purposes of this survey was to establish an attitudinal baseline that would permit later re-assessment to see if in fact the attitudes or beliefs of Sasktoonians do change over the next year in relation to physical fitness.

It should be pointed out, that while this survey was conducted only in Saskatoon, this City would not be considered atypical to Canadian cities in general and as such some of these findings may be hypothesized as generally being true of most Canadians. If true, it would indicate a rather "sad state of affairs" nationally.

SOME GENERAL FINDINGS

In total, some 294 adults were interviewed, 187 females and 108 males. Age distribution was:

(1) Under 34 years	-	107
(2) 35 - 44 years	-	69
(3) 45 - 54 years	-	47
(5) 55 and over	-	71

Socio-economic status was assessed as follows:

(1) Lower	-	24
(2) Lower middle	-	168
(3) Upper middle	-	70
(4) Upper	-	32

(A) MOST PEOPLE ARE COMPLETELY INACTIVE

Possibly the most shocking fact revealed in the entire survey was just how physically inactive Saskatoonians are, particulary in terms of doing anything that might maintain or improve their level of health and fitness. We appreciate that as part of living we are all required to do a minimal amount of physical activity (i.e. walk to our car or the bus stop; move around the house or office, etc.). Numerous research studies have shown, however, that this is simply not enough to maintain any type of satisfactory fitness level. Therefore, what we were really interested in was what, if anything, people were doing of a physically active nature that could be considered to be contributing to even the most minimal level of fitness.

To the question "when was the last time that you personally did something to help your fitness?", only 7.8% indicated that they had done anything in the past two weeks! An examination of what they "did" however, revealed that for many their fitness effort consisted of going on a diet or to stop smoking (at least temporarily). While no one will disagree that these decisions were likely very important for the individual's health, it was shocking to learn that less than 5% during the two week period, had done anything of a physically active nature like a good walk, bicycling, swimming, some sport activity or even easy exercises at home.

What was even more shocking was the fact that of this small number who were active, a greater percentage of those over 35 years of age were active than was the case of persons under 35. In other words, the youngest age category (for adults) was the least active of all, a trend that is not very encouraging.

One should be careful to note here that by being part of this "5% active group", by no means indicates that these individuals were all maintaining a desirable level of physical fitness. It simply meant that unlike the large majority of the population they had at least done one physical activity during a two week period. That activity may have consisted of nothing more than just a walk around the block.

(B) MOST HAVE DONE NOTHING PHYSICALLY FOR OVER A YEAR

Further answers to the same question indicated that 63.8% of those interviewed had done nothing in the full past year and for 42% it has been at least 10 years or longer since they consciously did something to improve their fitness. Of this latter group it is interesting to note that a greater proportion of the males were inactive as compared to the females, with both sexes obviously rating poorly. This may be one factor as to why more men that women die during their middle years from heart attack and cardiovascular diseases.

(C) PEOPLE DON'T UNDERSTAND FITNESS

Only a small percentage of those interviewed had a fairly clear idea of what was meant by the term "physical fitness". For most people, fitness was directly related to body shape, "If you're thin you're fit, if you're not thin you're unfit". Some two-thirds (65.9%) associated fitness solely with one's body appearance. Very few had any understanding of the far more important role played by the operating efficiency of the heart, blood vessels, and lungs (cardiovascular-respiratory fitness) or of the effect of daily stress on our health.

(D) PEOPLE DON'T REALIZE HOW LITTLE TIME IT TAKES TO GET FIT

The survey showed that people do not know how long one has to spend to get fit. Perhaps it is partly the fact that athletic teams have to go away and train for long periods of time before the season opens, or just further rationalization for lack of activity; but whatever it has been, it has led the public to believe that if you are not fit, then fitness is not really attainable for the average person because he just doesn't have an hour a day to put in to achieve it.

Approximately half of those interviewed (47.5%) felt it would take from 30 - 90 minutes per day to get fit. One-fifth (21%) felt it would take 15 - 30 minutes, while another fifth (21%) said it could probably be done in 15 minutes per day. 10.5% had no idea as to what amount of time was required. What this would seem to indicate is that most people don't realize that a proper fitness program can achieve and maintain fitness with as small an investment as 15 minutes three times a week.

(E) MOST HAVE AN INACCURATE OPINION OF CANADIAN FITNESS

People seem to have the idea that while Canada may be leaving something to be desired in fitness, it is by no means the least fit country in the world, or anywhere near it.

While international fitness comparisons are difficult to make, there has been mounting evidence in recent years to conclude that Canadians are certainly among the least fit population in the entire world (For example, one such study actually showed that the average Swedish male of 60 years of age is at about the same level of physical condition as the average Canadian male of 30 years of age. For women the story was very similar).

Despite this mounting evidence, about half the interviewed adults in Saskatoon (45%) felt that Canadians were just as fit as people in other countries and some 13% felt Canadians were more fit. Only 40% felt that Canadian fitness levels ranked lower.

When asked why they thought that Canadians were more fit, three main reasons were cited: (1) more people in Canada are exercising or playing sports than in other countries; (2) Canadians eat more intelligently; and (3) our superior standard of living has given us more things, including better health and fitness. Unfortunately there is much existing evidence to indicate that all three of the statements are false. What is even more unfortunate however is that believing this it will be a most difficult task to educate the general population as to error in this thinking and then subsequently motivate them to do something to counteract the real situation.

(F) MOST WRONGLY BELIEVED THAT CANADA'S FITNESS "SITUATION" IS IMPROVING

In response to the question "would you say Canada's fitness is getting better or getting worse or is it remaining about the same?" two-thirds (65%) felt it was getting better, 16% said worse and 19% about the same. Again, evidence would seem to contradict this popular view.

CONCLUSION

These findings on the beliefs of Saskatoonians concerning their personal and other countries general physical fitness condition, plus other findings obtained from this study, will be used by the PARTICIPaction SASKATOON Committees as they plan their educational and motivational strategy to get all people in Saskatoon more physically active in 1973.

To become Canada's most fit city is our goal and Saskatoon, as announced earlier, will be demonstrating to all Canada how to go about achieving this end.

December, 1972

Russ Kisby
National Co-ordinator

SASKATOON MARKETING SURVEY II

In March 1973, this second marketing survey was conducted by Sport Participation Canada as part of their commitment to the Saskatoon Demonstration Community Project (PARTICIPaction - SASKATOON). The aim was to interview by telephone, a random sample of adult males and females in Saskatoon, to ascertain their current views, attitudes and habits concerning physical fitness.

A similar survey was conducted in June 1972 (results available) to establish a baseline for subsequent evaluation.

Some 300 telephone interviews were conducted in this second survey, 148 with males, and 152 with females. The final results were computerized to allow for greater flexibility in sorting views according to age and sex. Age distribution of those interviewed was:

(1) Under 30 years - 94
(2) 30 - 39 years - 54
(3) 40 - 49 years - 58
(4) 50 - 59 years - 51
(5) 60 and over - 43

Herewith are some of the findings and where possible, comparisons with the original survey.

GENERAL FINDINGS

(A) ALMOST EVERYONE KNOWS ABOUT PARTICIPaction

Our total publicity campaign is at least being heard. After only 10 weeks of advertising (when this survey was conducted, some 93% knew about PARTICIPaction and almost all (86%) had a fairly good understanding of what it is trying to accomplish.

Similarly the two special events, "The Block Walk" and "The Walk Around the World", were well known. In each case 94% indicated that they knew about them, while only 6% claimed "no knowledge".

(B) ONE-HALF OF SASKATOON WALKED AROUND THE BLOCK

As most already knew from a subjective viewing of the crowds participating that cold night in February, the Block Walk was a huge success. It was interesting, nevertheless, to get the survey results to confirm these views and to find out just how successful it was. Over half, some 51% indicated that they had walked! But what is really encouraging is the fact that of those who didn't walk that night, the majority had valid reasons for not doing so (out of town, working, health reasons, or had exercised earlier in the day). Thus of the citizens able to walk that night, only one in five (19%) failed to do so. Their reasons: studying, had company, or children too small to go out. Only 4% blamed the weather conditions and 3% expressed no interest.

One interesting side-note: of the Block Walk participants, the women far out-classed the men. Some 59% of the females participated while only 42% of the males got out.

(C) ONE-THIRD HELPED WALK AROUND THE WORLD

The much more difficult task of walking at least four times around the block (1 mile) attracted over one-third (37%) of the adult population. From our actual "head count" at the elementary schools that night, we know that at least 25,000 citizens had participated. This recent survey would now indicate that there were probably another 10 to 15 thousand who walked but didn't bother to sign in at the schools. That means 40,000 participated! Congratulations Saskatoon!

(D) MOST STILL INACTIVE, BUT CHANGES STARTING

Similar to the original survey, despite the great extent to which the PARTICIPaction message has been heard, the great majority of Saskatoonians still claim to be physically inactive, at least on a regular basis. There are, however, signs that some change has started. For example, when surveyed last June, only 5% indicated that they had been active during the past two weeks. This March, 13% or more than twice as many adults were active. Not surprisingly regular walking showed the greatest increase among the physical activities with participation in specific sports ranking second. During the 10 weeks of advertising thus far, however, 32% of the adults indicated that they have become more active as a result of the program.

(E) CHILDREN ARE BEING INFLUENCED

Possibly one of the most encouraging signs form the PARTICIPaction campaign to date is the extent to which the children are apparently being influenced. Over half (59%) of the interviewed adults who had children indicated that their children have been influenced by this program. Some 43% noted that their children are walking more while 20% have become more involved in school activities. About 14% of the parents noted that their children seem to be more aware and are talking more about the benefits of fitness. The schools, of course, deserve a great deal of credit here for the obviously successful way many of them have picked up the PARTICIPaction theme.

(F) OUR "EDUCATIONAL" MESSAGE NOT GETTING THROUGH

Despite the "educational content" which PARTICIPaction Saskatoon has put out concerning how unfit Canadians are, what fitness is all about and how little time is actually needed each day for one to improve his fitness, the message is not signficantly getting across. Less people now erroneously believe that Canadians are of superior fitness (7% compared to 13% last June), which is a good sign, but otherwise most people still haven't changed their ideas or understanding about fitness itself.

G) PUBLIC OPINION POSITIVE TOWARDS PARTICIPaction

When asked whether they thought this PARTICIPaction Program was a good or bad idea, 93% said "good" and only 2% said "bad". Some 5% had "no opinion". Most, as one would expect, felt it was good because it made us aware of the need for fitness and physical activity. A rather surprising 21% however, felt it was good because it got people involved and doing things together with their neighbours. Those who felt it was a bad idea (only 6 of the 300 interviewed) each had a different reason. It's interesting to note, however, that all 6 were men.

Public opinion is also high concerning the potential success of this program. 87% said they felt that PARTICIPaction will convince Saskatonians to become more active. Let's hope they're right!

CONCLUSION

There is no question that a considerable number of people of all ages have become more physically active as a result of the PARTICIPaction SAKSATOON Program. While this is encouraging, it should be noted that very few better understand what physical fitness itself is all about. Possibly as more "educational" information is communicated in the future, it will complement the "fun" and "community involvement" components of PARTICIPaction to better ensure its long-term effect.

May, 1973

Russ Kisby
National Co-ordinator

SASKATOON MARKETING SURVEY III

In September, 1973, the third marketing survey was conducted by Sport Participation Canada as part of their commitment to the PARTICIPaction Saskatoon Project. The aim, similar to the two earlier studies (June, 1972 and March, 1973) was to interview by telephone a random sample of adult males and females in Saskatoon, to ascertain their current views, attitudes and habits concerning physical fitness.

Some 308 telephone interviews were conducted in this third survey, 157 with males and 151 with females. Final results were computerized to allow for greater flexibility in sorting views according to age and sex. The age distribution of those interviewed was:

(1)	Under 30 years	- 78
(2)	30 - 39 years	- 83
(3)	40 - 49 years	- 54
(4)	50 - 59 years	- 40
(5)	60 and over	- 49

Herewith are some of the findings and where possible, comparisons with the first two studies.

GENERAL FINDINGS

(A) PARTICIPACTION PROMOTIONS WORKED ... Many Saskatonians Now More Active

The evidence indicates that the various promotions generated by PARTICIPaction Saskatoon have worked. When asked if they personally had become more active as a result of PARTICIPaction, some 39.0% responded in the affirmative. The program, however, seems to initially be having a greater impact on women as only 32.0% of the males answered "yes" to this question compared to 46.2% of the females.

A more specific and valid measure of increased activity was obtained by noting those who were "regularly" active. To ascertain this, we asked in each of the three surveys for those interviewed to list specifically what they had done of a physically active nature during their leisure time in the last two weeks. The first survey (before PARTICIPaction) indicated that only 7.8% had been active during this time. The second survey (after three months of promotion) saw an increase to 13.0%. This final survey (after eight months of promotion) saw the percentage increase to 18.5%, a substantial gain by any measure.

A further note of interest. Of those who indicated in this survey that they had not become more active as a result of PARTICIPaction, one-third of them indicated that the promotions were affecting them and that they believed they would become active in the future. A "softening up trend seemed to be in effect".

(B) FACILITIES NOT NECESSARY FOR INCREASED ACTIVITY

A popular assumption in Canada today is that if substantial numbers of people are to become more physically active, additional (and frequently expensive) facilities will be necessary. It is therefore of much interest to note the actual activities of the people indicated above who became more active. Most selected individual or family-group activities that were non-structured (or organized) and required little more than what is normally found in an outdoor setting.

Walking showed the greatest increase of any activity, with over a 400% increase in popularity, while interest in bicycling more than doubled. Meanwhile, facility requiring sports like swimming and basketball increased only about 50%.

(C) PARTICIPACTION KNOWN AND POPULAR

A finding noted in the second survey is even more evident this time. Saskatonians know about PARTICIPaction and think it's a great idea. Over 94% of those interviewed know about PARTICIPaction and what it is trying to accomplish. Only 2% of that number do not think it is a good idea and most of them base their view on the belief that the media should not try to tell the public what they should do. The rest, the great majority, are positive toward the whole program. It is also encouraging to note that most of the people interviewed feel this program will succeed. When asked if they felt that PARTICIPaction will convince people to become more active. 85.2% said "yes".

(D) PEOPLE NOW MORE AWARE OF CANADA'S FITNESS PROBLEM

The results from the first survey indicated that most Saskatonians were unaware that Canadians in general are unfit. In fact, most erroneously believed we rank well when compared to the fitness level of people in other countries.

This fact became a major concern to PARTICIPaction as it was felt that unless people appreciated the severity of the situation, it would be difficult to motivate them to do anything about it. Thus a major part of the initial media campaign was aimed at "educating" the population as to the facts about the unfitness of Canadians.

It is therefore encouraging in this survey to note that this educational campaign is working. When asked questions relating to how the fitness level of Canadians compares with that in other countries, the number of persons now able to give correct answers has increased from 39% to 51%.

CONCLUSION

The fact that a substantial number of citizens have become more active as a result of PARTICIPaction Saskatoon testifies as to its success. The learnings from this unique community project, we believe, will serve well to motivate all Canadian communities to likewise tackle this important health challenge.

November, 1973

Russ Kisby
National Co-ordinator

SASKATOON MARKETING SURVEY IV

In May, 1974, the fourth marketing survey was conducted by Sport Participation Canada as part of its continued interest in and commitment to the PARTICIPaction Saskatoon Project.

The aim, similar to the three earlier studies (June 1972, March 1973 and September 1973) was to interview by telephone a random sample of adult males and females in Saskatoon, to ascertain their current views, attitudes and habits concerning physical activity, fitness and the PARTICIPaction Saskatoon Project.

Some 303 telephone interviews were conducted in this fourth survey, 149 with males and 154 with females. The age distribution of those interviewed was:

(1)	Under 30 years	80
(2)	30 - 39 years	78
(3)	40 - 49 years	58
(4)	50 - 59 years	45
(5)	60 and over	42

Herewith are some of the findings and where possible, comparisons with the first three studies.

GENERAL FINDINGS

(A) PARTICIPaction KNOWN AND STILL POPULAR

Each survey since the public launching of PARTICIPaction Saskatoon in January, 1973, has indicated just how successful the Saskatoon Media have been in making the public aware of PARTICIPaction. This recent survey indicated that over 98% of Saskatoon's adults know about PARTICIPaction. This is up slightly from the 93% and 94% respectively as found in surveys two and three.

What is even more important is that all 98% were positive towards PARTICIPaction and what it is trying to accomplish. Of the remaining 2%, most were relatively new to Saskatoon and indicated "no opinion". Only 2 individuals (0.1%) felt that the PARTICIPaction Project was "bad", and even they were not opposed to the idea itself. It was their belief that vast sums of public money had been spent on the advertising and that these funds could have been "better spent". In actual fact, it is important to emphasize here, that all of the PARTICIPaction Saskatoon advertising, over one-half million dollars in value over the past 18 months, has been donated by the media in Saskatoon as their contribution to this project. Less than $5,000 of provincial and municipal funds have been spent on administration. All of the Sport Participation Canada time and involvement has likewise been donated.

(B) SASKATONIANS NOW MORE REGULARLY ACTIVE

The Project has worked! Over half of the adults in Saskatoon now claim they are regularly active physically. This is a fantastic success and far exceeds all earlier projections and goals.

Prior to the start of PARTICIPaction Saskatoon, our initial survey indicated that less than 5% of the adults could be classified as regularly active (they did something at least once every two weeks). Now, 1 1/2 years later, some 51% claim to be regularly active, the majority indicating that they do something for their health and fitness at least 3 to 4 times a week.

About half of this group give PARTICIPaction full credit for getting them moving again. The other half indicated that in the past they had been active but on an infrequent basis. The PARTICIPaction promotions have stimulated them to be more active and more importantly, regularly active. It is this regular physical activity (3-4 times per week) that is essential to improve or maintain one's level of fitness.

(C) MOST REGULARLY ACTIVE PEOPLE PREFER TO EXERCISE ALONE

Some rather unexpected results were found when we asked those who claim now to be regularly active, where and how they prefer to get their exercise or physical activity.

More than one in every two persons (56%) indicated that they are usually active alone. Walking, bicycling, jogging and exercises at home were most often cited as examples. A number get their exercise by walking to and from work each day or regularly going for a brisk walk during some part of the day. A surprising number also work out with TV exercise programs.

One in every four persons (24%) claimed that they were normally active as a family. Husband and wife walking together or parents and children cycling as a group, were frequently mentioned.

Another 20% indicated a preference for "group exercises", such as commonly found in "Y" programs, recreation centre fitness classes, or participating in team activities like basketball, volleyball, baseball, etc.

When asked where they prefer to get their exercise, 40% indicated a preference for the "unstructured" outdoors (walking, cycling, cross-country skiing). About 34% preferred the privacy of their own homes. Only 26% belonged to "organized clubs" (Y's, Badminton, Exercise Classes, Tennis). These last results tend to refute the all-too-common belief that unless we build facilities and organize programs, people won't become active. In Saskatoon at least, this "traditional" approach would seem to appeal to only one in every four adults.

(D) CHILDREN ALSO INFLUENCED BY PARTICIPaction

While this survey was directed at adults, we did ask a question of the parents as to whether their children had been influenced by the PARTICIPaction Saskatoon promotions and special events.

Of adults with children at home between the ages of 6 and 20, almost three-quarters (70%) said that they had been positively affected. Most of the remaining 30% claimed that their children had previously been very active and they couldn't really say if PARTICIPaction had made an additional impact.

(E) PARTICIPaction ACHIEVEMENT WEEK TOO INVOLVED

When asked specifically aboutthe recent Achievement Week Project, three-quarters said they knew about it. Some 23% were unaware and 2% were away during that period.

Of those who did know about it, however, only 16% said they "signed the ballots" and participated as requested. An analysis of their reasons for not participating however indicated that an overwhelming majority had been physically active during that week but, "couldn't be bothered (or failed to see the point in) registering their activity", or, "forgot to sign in". Very few felt it was not a good idea and promotion, but rather most seemed to feel that the important thing was that they "just be active".

(F) AMAZING RESULTS

Some of the above results, although accurate, are somewhat subjective in nature. Many are based on an individual's assessment of his or her personal activity level.

In order to compensate for bias therefore, we did ask in each survey one very objective question: "Have you done anything of a physically active nature in the past two weeks specifically for your health and fitness?" Obviously the seasonal weather conditions could be a factor here, however the fact that the initial survey (prior to PARTICIPaction Saskatoon starting) was conducted in June (1972) and this recent survey in May (1974) would eliminate the time of year as a factor and make them realistically comparable.

In the first survey, the number of Saskatoon adults who could answer this question positively was less than 5%.

Survey II (March 1973) after three months of extensive promotion, found this number up to 13%.

Survey III (September 1973) after eight months of promotion, indicated 18.5% had been active during the two week period.

Now Survey IV (May 1974) after 17 months of continuous promotion and special events, we find an amazing result. Over 82% were active during the recent two weeks. The great majority were in fact active a number of times during this period.

PARTICIPaction Saskatoon has worked!

Russ Kisby
May 13, 1974

- Quinney's (1974b) Conclusions

CONCLUSIONS

Within the limitations of this study, the following conclusions appear to be justified:

1. The combined effect of physical activity level, smoking habits and fatness is significantly different between high and low aerobic capacity groups in age groups 1 (14 to 19 years), 3 (30 to 39 years) and 4 (40 to 49 years) male and female subjects and in age group 2 (20 to 29 years) male subjects.

2. The combined effect of physical activity level, smoking habits and fatness is not significantly different between high and low aerobic capacity groups in age group 2 (20 to 29 years) female subjects, age group 5 (50 to 59 years) male and female subjects and age group 6 (60 to 74 years) male and female subjects.

3. Fatness is the most important variable in differentiating high and low aerobic capacity groups in each of the male groups included in 1 above.

4. Physical activity level is the second most important variable differentiating aerobic capacity groups in three of the four male groups from 1 above.

5. Smoking habits are the least important variable differentiating aerobic capacity groups in three of the four male groups from 1 above.

6. Smoking habits are the least important variable differentiating aerobic capacity groups in all three of

the female groups from 1 above.

7. Fatness was the most important variable in differentiating high and low aerobic capacity groups in female age groups 3 (30 to 39) and 4 (40 to 49) from 1 above.

8. Physical activity level was the second most important variable differentiating aerobic capacity groups in female age groups 3 (30 to 39 years) and 4 (40 to 49 years) and the most important in female age group one (14 to 19 years) from 1 above.

9. For male subjects considered in total the combined effects of physical activity level, smoking habits and fatness is signficantly different between high and low aerobic capacity groups. Consideration of the variables individually in this context shows that smoking is not significantly different between high and low capacity groups but physical activity levels and fatness are significantly different.

10. For female subjects considered in total the combined effect of physical activity level, smoking habits and fatness is signficantly different between high and low aerobic capacity groups. Consideration of the variables individually in this context shows that smoking is not significantly different between high and low aerobic capacity groups but physical activity levels and fatness are significantly different.

11. There is an overall significant difference in physical activity level, smoking habits and fatness between the six age groups for both male and female subjects. There are no consistent individual age group differences that explain this overall difference however.

12. High aerobic capacity males have significantly higher $VO_{2\ max}$ values at all age groups than high aerobic capacity females.

13. Low aerobic capacity males have significantly higher $VO_{2\ max}$ values at all age groups than low aerobic capacity females.

14. High aerobic capacity male and female sujects are significantly different from each other at each age level on the combined effect of physical activity level, smoking habits and fatness. Individual comparisons of the variables show that high aerobic capacity males and females are not significantly different in physical activity levels or smoking habits but are significantly different in fatness.

15. Low aerobic capacity male and female subjects are significantly different from each other at each level on the combined effect of physical activity level, smoking habits and fatness. Individual comparisons of the variables show that males and females are significantly different in fatness at all age levels and in physical activity level at age group 1 (14 to 19 years) but not significantly different in physical activity level at any other age level

and not significantly different in smoking habits at any age level.

16. The most important variable in separating high aerobic capacity males and females is fatness with physical activity level and smoking habits being relatively unimportant.

17. The most important variable in separating low aerobic capacity males and females is also fatness with physical activity level and smoking habits being relatively unimportant.

Although none of the following observations have been tested statistically, they still would appear to be worthy of note:

1. The high aerobic capacity male and female groups in this study are very similar in $VO_{2\ max}$ to earlier Canadian results and Swedish results. The low aerobic capacity groups are substantially lower than these groups.

2. High aerobic capacity females exhibit higher $VO_{2\ max}$ values than low aerobic capacity males at all age levels.

3. High aerobic capacity male and female subjects are more physically active than their low aerobic capacity counterparts.

4. The male high aerobic capacity groups have fewer smokers than the low capacity groups.

5. The female high aerobic capacity groups have more smokers than the low aerobic capacity groups.

6. Male and female subjects included in this study are fatter than Canadian subjects surveyed in 1956.

7. The male high aerobic capacity groups exhibit a lower triceps skinfold measure at all age groups than their low aerobic capacity counterparts.

8. The female high aerobic capacity groups generally exhibit a lower skinfold measure than the low aerobic capacity groups.

RECOMMENDATIONS FOR FURTHER RESEARCH

1. Studies to determine the effect of fitness testing programs in terms of educational value and motivation to improve or maintain existing personal fitness levels. This recommendation appears to be warranted, particularly when federal government programs are presently advocating the institution of mass fitness testing centres across Canada.

2. Studies to determine the effectiveness of mass physical activity participation promotional programs which have been instituted in a number of areas in Canada and throughout the world.

3. Longitudinal studies to investigate at what point in life the variables that determine aerobic capacity

become fixed if in fact they do become fixed.

4. Studies of the effectiveness of various types of physical activity and/or educational programs in the creation of long term activity patterns in the participants.

President's Council on Physical Fitness and Sports (1974)
National Adult Physical Fitness Survey

SUMMARY OF FINDINGS

School Sports Participation

The sports in which the greatest number of adults had participated when in school, mostly high school, were basketball, baseball, football, and track and field by men, and basketball, softball and volleyball by women. For men, the predominance by far of competition in sports was between schools, while for women, a near-balance existed for between schools and within schools. However, only about one-half of American adults (62 percent men and 40 percent women) had played on interschool or intramural teams. Those with greatest school sports participation were younger, had more education, had higher incomes, were in the professional, managerial, and, for women, clerical-sales occupations, were of the white race, resided in the west, lived in New Suburb-One Family houses, and had an adult weight comparable to their weight at age 21.

School Physical Education

Nearly 95 percent of adult men and women 22-29 years of age had taken physical education at some time during their school years; the numbers of participants decreased with age until only about 40 percent of those 60 years of age and over had taken it. High school was the dominant education level, followed by junior high school and elementary school. Other characteristics of adults who had participated most in school physical education were in the professional, managerial, clerical-sales, and, for men, craftsman-foreman occupations, had higher incomes, were of the white race for high school and non-white for junior high school and elementary school, lived in New Suburb-One Family dwellings, and had adult weights comparable to their weights at age 21. Much smaller numbers of those living in the south had school physical education. Over 90 percent of men and women who had physical education in school felt that it was good for them. A similar preponderance of all interviewees believed that boys and girls should have physical education at all school levels, elementary through college.

Adult Exercise

Only 55 percent of American adults engage in the exercises covered in this survey. Walking is the most popular form of exercise, followed by bicycling, calisthenics and swimming; fewer adults jog and train with weights; only three percent participate in body building, slimnastics, or other physical fitness programs through a health club or an organization of some sort. Those who walk are inclined to do so daily; however, for other forms of exercise, 1-2 times a week or several times a month are more prevalent. Mostly, the lengths of exercise sessions are 30 minutes or less for all activities except walking and swimming. Frequency and length of participation decrease with age, is greater for those with some college education, and increases with income. Also: professional and managerial men and women and foreman-craftsman women participate more in the exercise forms, while farmers of both sexes exercise least; white race men and women engage more in bicycling, calisthenics and swimming; more western and fewer southern men and women exercise; those living in New Suburb-One Family dwellings exercise more and those in city apartments exercise least; Steady Weight men and women are most active.

For those who exercise, the main reason given throughout was for good health; this reason was given oftener by men and women with advanced education, by men with higher incomes, by white men and women, and by western men and women and northeastern men. Men gave enjoyment, pleasure and relaxation as the reason more frequently than did women, while the reverse was true for weight control, especially by women who were older, had higher incomes, and were in managerial and farm occupations. For those told at some time by a doctor to exercise, the frequencies increased with age for men and decreased for women and was indicated oftener by women living in the west and by Weight Loss men and women. For those who felt they were getting enough exercise, the frequencies increased with age and decreased with education for both sexes; was expressed oftener by men in craftsman-foreman, manual services and farm occupations, and was indicated least frequently by men and women residing in New

Suburb-One Family and Suburb & Rural-Multiple Family dwellings. "Do not have time" was the dominant reason given by men and women who are not presently exercising.

Physical Fitness Information

About 60 percent of American adults stated that they had recently seen or heard information about the importance of physical fitness and sports. Television and the federal government are the dominant source and sponsor for this information. Younger men with more education and higher incomes were better informed. The information was less known to men and women in the manual services and to farmers; familiarity was greater by men in the west and least by men and women in the south. White men and women were better informed than non-whites. Men in New Suburb-One Family dwellings indicated greater awareness; least awareness was by men and women in city apartments. While television was the main source for such information, professional men and women and managerial men listed newspapers and magazines as important sources; craftsman-foreman women did likewise for magazines.

IMPLICATIONS

Some implications that may be drawn from the National Adult Physical Fitness Survey follow.

1. Expand physical education programs into elementary schools, especially, and junior high schools. The support

7

for physical education by Amrican adults is pronounced, regardless of whether they had it in school; more than 90 percent of all adults believe that all people should have physical education from elementary school through college. Adults who participate in physical education when they were in school are more likely to exercise in adult years.

3. Intramural sports programs should be greatly increased in schools. For men, especially, a great imbalance existed in the survey between school and within-schools competition; if men competed when in school, they invariably had to be good enough to make a school team. Much smaller numbers of women had played sports when in school, even though a balance existed between the interschool and intramural forms, so such programs should be enhanced for them.

4. The dominant sports in which men competed when in school were baseball, basketball, football, and track and field. The value of the experiences gained by such competition is not questioned, but the skills acquired have little or no value as adult physical fitness activities. Concentration is needed on the mastery of skills in lifetime sports. The same situation exists for women, as their greatest school sports participations were in baseball, basketball, softball and volleyball.

4. The forms of exercise adults presently pursue, as included in the survey, were walking, bicycling, calisthenics, swimming, jogging and weight training. With the exception of

9 7

– 5

swimming, these activities do not require special facilities; they can be performed at home or in the neighborhood, although bicycling has its problems, as does jogging in the large cities; they may be done alone, thus not requiring a group or a team. A major need is to make easily accessible paths for bicycling, jogging and walking; greater opportunities for swimming are also needed, with pools reasonably accessible to participants.

5. Some of the activities in the survey have low adult participation percentages, especially jogging and weight training. These activities deserve much greater participation by adults, so ways to encourage their use by both men and women should be developed.

6. Concentration of attention should be directed toward weaknesses in adult physical fitness practices revealed by the survey. Such weaknesses, as reflected by low participation percentages, were shown by adults in the following categories: older ages, less than high school education, low income, those in manual services and farm occupations, non-whites, those residing in southern states, women living in city apartments, and those whose present weights are either more or less than their weights at age 21.

7. Encouragement should be given to more vigorous, more frequent and more sustained exercise for fitness. Walking is the dominant adult exercise; while it has value for physical fitness, it must be classified as a mild form of exercise

for improving circulatory-respiratory condition.

8. Television is the greatest source of adult information on physical fitness and sports. While strong efforts have been made to utilize other news media, thought might well be given to avenues for reaching such low percentage groups as listed in the preceding paragraph.

9. Every effort should be made to disseminate information to the public on the value of exercise in the total effectiveness of the individual. Supportive research results should be presented to the public in lay terms. Such materials have been provided in earlier issues of the Physical Fitness Research Digest, especially those reviewing research pertaining to mental alertness and personal-social effectiveness and in reducing the likelihood of heart attacks. The major reason given for exercising by adults was "for good health". People will not adopt exercise as a way of life unless they believe it is of sufficient importance to give it high priority in their lifestyles.

Wanzel's (1974) Recommendations

1. An attempt should be made to make Canadian corporate management fully aware of the benefits for both the company and its employees that would accrue through implementation of fitness facilities.

2. A complete cost analysis should be undertaken to provide Canadian corporate management with pertinent information regarding in-house facilities.

3. The Canadian government should immediately explore tax concessions for Canadian corporations which include fitness facilities in their office buildings.

4. An in-depth study of an American corporation possessing their own facilities for physical activity should be undertaken in order to provide guidelines for Canadian corporate management.

5. An investigation into other avenues of corporate physical recreation should be undertaken which might include an analysis of company paid memberships in health clubs.

APPENDIX H

Introductory Letter

Structured Interview-Questionnaire

Blishen (1958) Occupational Class Scale

FACULTY OF PHYSICAL EDUCATION
THE UNIVERSITY OF ALBERTA
EDMONTON 7, ALBERTA, CANADA
T6G 2H9
OFFICE OF THE DEAN

July, 1974

THE INTERVIEWER IS NOT TRYING TO SELL YOU ANYTHING NOW OR LATER.

HE/SHE IS PART OF A UNIVERSITY OF ALBERTA RESEARCH TEAM.

The study is investigating the consequences of Participaction's campaign at Saskatoon from various viewpoints. The information gathered will be of importance to Canada and national government agencies who are trying to achieve the objective "Sport For All" since knowledge of likely consequences will provide them with invaluable information when planning future strategies.

Thank you very much for giving your time and knowledge to contribute to this investigation. Your cooperation is greatly appreciated.

H J McLachlin,

fr. M. L. Van Vliet
Dean

J. J. Jackson
Project Coordinator

JJJ:is

STRUCTURED INTERVIEW-QUESTIONNAIRE

9

Administered by

John J. Jackson

In Co-operation With the Dean
Faculty of Physical Education
The University of Alberta
Edmonton

UNIVERSITY OF ALBERTA

FACULTY OF PHYSICAL EDUCATION

STRUCTURED INTERVIEW-QUESTIONNAIRE

NAME:____________________ ADDRESS:__________________ BLOCK # _____

DATE:________________ INT.______________________ NO:____________

NOTE: (i) Circle one answer in closed questions. (ii) Not a knowledge test - you have information I want. (iii) Yes/No to most questions.

1. Have your heard of Sport Participation Canada, also called Participaction - the Canadian movement for personal fitness? YES__ NO__ (If No → 12)

2. Did *you* decide to become physically active, or more active, (at least one/week for 2 months) as a result of Participaction's Campaign? YES__ NO__ (If No → 3 then 12)

3. Are *you* a regular exerciser (at least once/ week for past two months) *now*? YES___NO___

4. After Participaction's campaign started, did *you* begin your physical activity then cease after a while? YES___NO___

5. After Participaction's campaign started, did *you* reject physical activity then begin later? YES___NO___

6. *Very briefly* why did *you* start taking part in physical activity?____

7. In which recreative physical activity(s) do/did *you* participate?______________________________________

8. Where do/did *you* participate? ________________________________

9. On average, how many days a week do/did *you* take part in physical activity? 1, 2, 3, 4, 5, 6, 7

10. Does/did *your* physical activity give you:-

    (a) fun? YES__NO___
    (b) a relaxed feeling? YES__NO___
    (c) an increased sense of well-being? YES__NO___

(d) increased vitality and energy? YES__NO___
(e) a happier (more optimistic) mental attitude? YES__NO___
(f) improved family life? YES__NO___
(g) enjoyable club or group activity? YES__NO___
(h) any other effects you consider desirable? YES__NO___
(i) Please specify ____________________________

11. Do/did *you* find *your* physical activity:-

(a) is/was dull? YES__NO___
(b) is/was hard work? YES__NO___
(c) is/was too time consuming? YES__NO___
(d) is/was too difficult? YES__NO___
(e) makes/made you tense? YES__NO___
(f) has/had disrupted your family life? YES__NO___
(g) had/had lead to distasteful club or group activity? YES__NO___
(h) lead to any other effects *you* consider undesirable? YES__NO___
(i) Please specify____________________________

12. (a) Have *you* moved here since September, 1971? YES__NO___
(b) If so, when?______________________

13. What is *your* main occupation?____________________

14. What is your wife's/husband's main occupation?_______

15. In which age range are *you*? 20-24; 25-34; 35-44; 45-64; 65--

Blishen (1958) Occupational Class Scale

Blishen (1958) ranked and grouped occupations according to combined standard scores for income and years of schooling by sex from the data of the 1951 Canadian census. All occupations are for males except where denoted (*). N.E.S. abbreviates "not elsewhere specified".

Class 1

Judges
Dentists
Physicians and surgeons
Lawyers
Engineers, chemical
Actuaries
Engineers, mining
Engineers, electrical
Engineers, civil
Architects

Class 2

Statisticians(*)
Engineers, mechanical
Professors
Stock and bond brokers
Veterinarians
Business service officers
Statisticians
Mining managers
Finance managers
Osteopaths and chiropractors
Dietitians(*)
Professors(*)
Chemists and metallurgists
Officers, armed forces
Air Pilots
Chemists and metallurgists(*)
Agricultural professionals
Electricity, gas, and water officials
Other professions
Construction managers
Wholesale trade managers
Librarians(*)
Authors, editors, and journalists

Class 2 (continued)

Manufacturing managers
Community service workers
Social welfare workers(*)
Osteopaths and chiropractors(*)
School teachers
Librarians
Accountants and auditors
Authors, editors, and journalists(*)
Clergymen
Designers, clothing
Gov.t service officials
Transportation managers
Farmers(*)
Community service workers(*)
Dispatchers, train
Designers, cloth(*)
Insurance agents
Foremen, communication
Advertising agents
Managers N.E.S.
School teachers(*)
Artists and teachers of art
Nurses, graduate(*)
Real estate agents and dealers
Social welfare workers
Retail trade managers

Class 3

Actors
Commercial travellers
Advertising agents
Forestry managers
Artists, commercial(*)
Radio announcers
Laboratory technicians N.E.S.(*)
Artists, commercial
Draughtmen
Brokers, agents, and appraisers
Inspectors, communication
Artists and teachers of art(*)
Surveyors
Recreation service officers
Purchasing agents
Agents, ticket station
Laboratory technicians N.E.S.
Stenographers and typists(*)
Conductors, railway

Class 3 (continued)

Radio operators
Locomotive engineers
Photo-engravers
Music teachers
Teachers N.E.S.(*)
Office appliance operators(*)
Teachers N.E.S.
Retail trade managers(*)
Telegraph operators(*)
Foremen, mining
Window-decorators(*)
Nurses, graduate
Actors
Stenographers

Class 4

Book-keepers and cashiers(*)
Forewomen, communication(*)
Photographers
Inspectors, construction
Window-decorators
Telegraph operators
Petroleum refiners
Toolmkaers
Engravers, except photo-engravers
Undertakers
Office Clerks(*)
Locomotive firemen
Book-keepers and cashiers
Brakemen, railway
Power station operators
Office appliance operators
Doctor, dentist attendants(*)
Motion picture projectionists
Radio repairmen
Captain, mates, pilots
Foremen, transportation
Foremen, commercial
Personal service officers

Class 5

Patternmakers
Compositors
Inspectors, metal
Paper-makers
Photographers(*)
Policemen

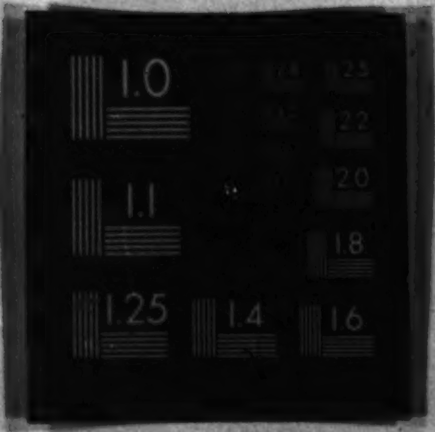
Class 5 (continued)

Office clerks
Mechanics, airplane
Inspectors, metal products(*)
Music teachers(*)
Firemen, fire department
Pressmen and plate printers
Telephone operators(*)
Electricians
Machinists, metal
Linemen and servicemen
Engineering officers (on ships)
Baggagemen
Transportation inspectors
Rolling millmen
Auctioneers
Inspectors and graders
Farmers
Photographic occupations N.E.S.
Collectors
Dental mechanics
Sulphite cookers
Wire drawers
Other ranks, armed forces
Electroplaters
Plumbers
Motormen
Quarriers
Machine operators, metal
Paint makers
Filers
Upholsterers
Knitters
Wood inspectors
Barbers(*)
Milliners(*)
Tobacco products workers(*)
Furnacemen
Furriers
Brothers
Paper box makers
Other bookbinding workers N.E.S.(*)
Coremakers
Vulcanizers
Liquor and beverage workers
Postmen
Meat canners(*)
Other upholstering workers N.E.S.(*)
Bookbinders(*)
Transportation storage, communication workers
Polishers, metal

Class 5 (continued)

Furriers(*)
Structural iron workers
Mechanics, motor
Textile inspectors
Cabinet and furniture makers
Loom fixers
Weavers, textile(*)
Butchers
Miners
Assemblers, electrical equipment(*)
Operators, electric street railway
Stationary engineers
Bookbinders
Tire and tube builders(*)
Canvassers
Telephone operators
Switchmen and signalmen
Opticians
Jewellers and watchmakers
Personal service workers(*)
Assemblers, electrical equipment
Tire and tube builders
Millwrights
Religious workers N.E.S.
Fitter, metal(*)
Milliners
Construction foremen
Opticians(*)
Bus Drivers
Heat treaters
Religious workers N.E.S.(*)
Photographic workers N.E.S.(*)
Machine operators, metal
Boilermakers
Jewellers and watchmakers(*)
Other bookbinding workers N.E.S.
Sales clerks
Cranemen
Hoistmen, cranemen
Welders
Mechanics N.E.S.
Mechanics, railroad
Fitters, metal
Cutters, textile goods
Millmen
Wire drawers(*)
Core makers(*)
Riggers
Sheetmetal workers

4 OF/DE 4


1.0
1.1
1.25
1.4
1.6
1.8
2.0
2.2
2.5

Class 5 (continued)

Shipping clerks
Logging foremen
Labellers
Nurses, in training(*)
Meat canners
Farm managers
Plasterers
Textile inspectors
Other pulp and paper workers(*)

Class 6

Winders and warpers(*)
Carders and drawing frame workers(*)
Sales clerks(*)
Moulders, metal
Nurses, practical(*)
Cutters, textile goods(*)
Elevator tenders(*)
Tailoresses(*)
Textile inspectors(*)
Potmen
Timbermen
Prospectors
Oilers, power plant
Liquor and beverage workers(*)
Paper box makers(*)
Kiln burners
Brick and stone masons
Construction machine operators
Canvassers(*)
Service station attendants
Painters and decorators
Hat and cap makers
Bleachers and dyers
Spinners and twisters(*)
Rubber shoe makers(*)
Porters
Tobacco products workers
Millers
Nurses, practical(*)
Finishers, textile(*)
Blacksmiths
Tailors
Bakers
Weavers
Rubber showmakers
Labellers (*)
Other personal service workers(*)
Barbers
Truck drivers

Class 6 (continued)

Packers and wrappers
Finishers, wood
Finishers, textile
Tanners
Hat and cap makers(*)
Cutters, leather
Commercial packers and wrappers(*)
Teamsters
Stone cutters
Riveters and rivet heaters
Butter and cheese makers
Chauffeur
Boiler firemen
Spinners
Inspectors N.E.S., graders(*)
Postmen(*)
Waiters
Carpenters
Sewers and sewing machine operators
Forest rangers
Lock keepers, canalmen
Wood turners
Labourers, mines and quarries
Sewers and sewing machine operators(*)
Brick and stone masons
Textile inspectors(*)
Machine operators, boot and shoe(*)
Knitters(*)
Guards
Winders, warpers, reelers
Glove makers
Cutters, leather(*)
Elevator tenders
Bakers(*)
Machine operators, boot and shoe
Launderers
Firemen, on ships
Cement and concrete finishers
Dressmakers and seamstresses(*)
Carders and drawing frame tenders
Box and basket makers(*)
Coopers
Sailors
Harness and saddle makers
Nuns(*)

Class 7

Cooks
Janitors

Class 7 (continued)

Laundresses, cleaners, and dyers(*)
Sectionmen and trackmen
Charworkers and cleaners
Paper box, bag, and envelope makers
Sawyers
Longshoremen
Waitresses(*)
Glove makers(*)
Labourers
Cooks(*)
Messengers
Shoemakers
Ushers
Janitors(*)
Hawkers
Housekeepers and matrons(*)
Hotel cafe and household workers
Newsboys
Guides
Hotel cafe and household workers(*)
Farm labourers
Lumbermen
Charworkers and cleaners(*)
Fishermen
Bootblacks
Fish canners, curers and packers
Fish canners, curers and packers(*)
Hunters and trappers

APPENDIX I

Chi-squares and Raw Data

TABLE 17

Raw Chi-squares* and Degrees of Freedom of Reported Probabilities

Page of text	Probability	χ^2	d.f.
58	0.9732	0.00113	1
58	0.0000 (age)	35.19569	4
58	0.0000 (class)	48.75504	6
58	0.7563	5.01232	8
58	0.1617	14.25495	10
61	0.5695	0.32353	1
61	0.0000	25.26074	4
61	0.0255	14.39460	6
64	0.5508	0.35594	1
64	0.0235	11.28420	4
64	0.0127	16.20871	6
67	0.2918	1.11115	1
67	0.2053	5.91919	4
67	0.9398	1.76791	6
69	0.3858	6.34413	6
70	0.3954	25.19232	24
71	0.2116	42.49062	36
68	0.0002	30.82695	8
68	0.0005	87.30879	48
75	0.2623	10.03948	8
75	0.2427	2.83209	2
76	0.3888	6.31495	6
78	0.0426	4.11051	1
78	0.6324	0.22886	1
78	0.5999	0.27512	1
78	0.9205	0.00997	1
78	0.1469	2.10431	1

TABLE 17 (Continued)

Page of text	Probability	χ^2	d.f.
78	0.1140	2.49855	1
78	0.9767	0.00085	1
78	0.5771	0.31093	1
78	0.4402	5.85000	6
78	0.7692	1.81806	4
78	0.2250	5.67207	4
78	0.6899	2.24975	4
78	0.1436	6.85714	4
78	0.1985	6.00879	4
78	0.8036	1.62857	4
78	0.6202	2.63736	4
78	0.6372	2.54142	4
78	0.3719	19.32855	18
78	0.3907	6.29778	6
78	0.1981	8.58869	6
78	0.0118	16.39990	6
78	0.9743	1.25131	6
78	0.5580	4.89036	6
78	0.4150	6.07316	6
78	0.6334	4.32034	6
78	0.9628	1.44976	6
78	0.7605	18.83990	24
81	0.1856	1.75242	1
81	0.6812	0.16875	1
81	0.6945	0.15423	1
81	0.7369	0.11284	1
81	0.8478 (e)	0.03682	1
81	0.8478 (f)	0.03682	1
81	0.7369	0.11284	1

TABLE 17 (Continued)

Page of text	Probability	χ^2	d.f.
81	0.6280	2.59316	4
81	0.6550	2.44227	4
81	0.0223	11.41224	4
81	0.2489	5.39723	4
81	0.6529	2.45413	4
81	0.2819	5.05263	4
81	0.7618	1.85806	4
81	0.1358	9.74416	6
81	0.5339	5.07766	6
81	0.8171	2.93364	6
81	0.8159	2.94341	6
81	0.0455	12.84812	6
81	0.3745	6.45182	6
81	0.5911	4.63697	6

---

*Corrected chi-squares where there was only one degree of freedom.

TABLE 18

Raw Data of the Structured Interview-Questionnaire

Key to columns of Table 18:

Columns

1-4 Block and dwelling numbers

5-9 Questions 1-5 (1=yes, 2=no)

10 Question 6 (1=get fit, 2=lose weight, 3=social reasons, 4=medical need, 5=feel better, 6=need demonstrated/campaign influence, 7=enjoyment)

11 Question 7 (1=bowling, 2=track, 3=walking, 4=ballroom dance, 5=cycling, 6=swimming, 7=jogging, 8=skiing, 9=cross-country skiing)

12 Question 7 (1=water skiing, 2=badminton, 3=tennis, 4=golf, 5=TV exercises, 6=hockey, 7=baseball, 8=volleyball, 9=handball)

13 Question 7 (1=basketball, 2=hiking, 3=canoeing, 4=fastball, 5=curling, 6=skating, 7=speed skating, 8=roller skating, 9=weight training)

14 Question 7 (1=football, 2=yoga, 3=skipping, 4=gardening, 5=calisthenics, 6=exercise bicycling, 7=softball)

15 Question 8 (1=neighbourhood, 2=private pool, 3=Y.M.C.A., 4=Y.W.C.A., 5=university, 6=private club, 7=lake, 8= Blackstrap, 9=park)

16 Question 8 (1=river, 2=Rockies)

17 Question 9 (1-7 days per week)

18-25 Questions 10a-10h (1=yes, 2=no)

TABLE 18 (Continued)

Key to columns of Table 18:

26 Question 10i (1=weight loss, 2=sleep better, 3=not odd, 4=sun, fresh air, 5=muscle tone, 6=not cranky, 7=aesthetic qualities, 8=learned to swim)

27-35 Questions 11a-11h and 12a (1=yes, 2=no)

36 Question 12b (1=1972, 2=1973, 3=1974)

37 Questions 13-14 (1-7 occupational classes)

38 Question 15 (1=20-24, 2=25-34, 3=35-44, 4=45-64, 5=65-)

39 Question* 16 (1=male, 2=female)

---

*Deduced from Question 13.

TABLE 18 (Continued)

```
0101121                           12521
0102111226   61 612121122 122222222 222
0103121                           2 542
010411111235  1 1211122211212222222 522
0105121                           2 622
0106122                           2 312
0107122                           2 542
0108122                           2 522
0109122                           2 522
0110122                           13612
0301122                           2 511
03022                             2 552
0303121                           2 211
0304121                           2 621
03051112213   1 711111122 222222222 512
0306122                           2 612
0307122                           2 742
03082                             2 712
03091121217   1 111121222 222222222 211
0310122                           12322
0501121                           2 211
0502122                           2 552
0503121                           2 321
0504122                           2 531
0505122                           2 631
0506122                           2 522
0507122                           2 631
05081121229   1 1111212211222221222 642
05091121216   4 1111111111212222222 522
05101112233   1 411111222 222222222 312
0801121                           2 332
0802122                           2 642
0803121                           2 311
0804122                           2 622
0805121                           2 242
08062                             2 751
0807121                           2 221
08081112227   1 211111222 212222222 622
080911212176  1 211221222 222222222 311
0810112127 7  6 111111212 222222212 411
10011121219   1 111121222 222222222 521
1002122                           2 222
10031112265 3 1 711121122 212222222 212
1004121                           2 312
1005122                           2 242
1006122                           2 731
1007122                           2 642
1008121                           2 242
1009122                           2 531
1010112121 64 6 211111212 222222222 221
```

TABLE 18 (Continued)

```
1101122                                  2 651
1102121                                  2 242
1103121                                  2 742
11041112273   1 711111122 222222222 632
11052                                    12742
11061112216 8 6 311111122 222222222 312
11071121253 3 7 411111122 212222222 232
1108122                                  2 322
1109121                                  2 551
1110121                                  2 551
1301111222881 227111112111222222222 212
1302121                                  2 412
13032                                    2 722
1304122                                  13722
1305121                                  2 241
1306122                                  2 611
1307122                                  2 312
1308121                                  2 311
13091112213   1 711111222 222222222 311
1310121                                  2 222
1401122                                  2 222
14022                                    13522
1403121                                  2 612
14041112223  31 711111112 22222222212232
1405111221   51 422111122 221222222 521
1406121                                  12721
14072                                    2 521
1408122                                  2 621
1409122                                  12622
14101112277 9 3 311111112 212122222 211
150111212135  1 711111222 222222222 522
1502122                                  2 541
1503122                                  2 642
1504122                                  2 721
15051112216   7 111111122 222222222 312
1506122                                  11531
15071112225   1 711121122 212222222 432
1508121                                  2 512
1509121                                  2 521
1510122                                  2 622
16011121263 6 1 211222222 212222222 322
1602122                                  2 322
16031121245   1 511211122 22222222211312
1604122                                  2 522
16051121263   1 321122222 221222222 631
1606122                                  2 732
1607112126  4 1 111112222 222212222 421
1608122                                  2 722
1609122                                  2 732
1610122                                  2 722
```

TABLE 18 (Continued)

```
17011121267   1 211112222 221222222 641
1702122                           2 542
1703121                           2 632
1704122                           2 542
1705121                           2 611
1706121                           12541
1707121                           2 612
1708122                           2 412
1709122                           2 532
1710111221 1 19 511111122 212222222 311
1801122                           2 752
18021121267   1 222212222 112222222 311
1803122                           2 431
18042                             2 752
1805122                           2 632
1806121                           2 742
18072                             2 512
18081112216   5 611111112 212222222 312
18092                             2 752
1810122                           2 622
22011112227   1 41111122112122222211611
2202122                           2 312
2203122                           2 552
2204122                           2 711
2205121                           2 211
22062                             2 741
2207122                           2 741
22081112223   1 711111122 222222222 642
2209121                           2 131
2210122                           2 542
2301122                           2 311
2302122                           2 532
2303122                           11531
2304112125  9 1 711111222 122222222 321
2305122                           2 312
2306122                           11541
2307122                           11221
2308122                           2 521
2309121                           2 312
23102                             2 751
2401121                           2 532
24021121216  24 111111112 222222222 132
2403122                           2 541
2404111226   41 711111112 211222222 541
2405122                           2 531
2406121                           2 631
2407121                           2 431
2408121                           2 541
2409122                           2 631
24101121225   1 211111222 222222222 722
```

TABLE 18 (Continued)

```
2701121                           2 741
2702122                           2 642
2703122                           2 741
2704122                           2 731
27052                             2 731
2706122                           2 522
27072                             2 521
2708122                           2 632
2709122                           2 721
27102                             2 742
33012                             13432
33021112223   1 711111122 212222222 531
3303112121   61 512122222 111222222 322
33041112213   1 312111222 222222222 622
3305122                           2 732
3306122                           2 541
3307122                           2 432
3308122                           2 711
3309122                           2 721
3310122                           2 531
3401121                           2 641
3402122                           2 652
34032                             2 651
3404121                           2 651
3405122                           2 632
3406111226635 2 511111112 222222222 221
340711122173  1 311111122 222222222 612
34082                             2 621
34092                             2 742
3410122                           2 612
3701121                           13311
3702121                           12242
3703122                           2 242
3704111227 2  5 21111111142222222212311
3705121                           2 131
37062                             2 141
37072                             13242
370811122152  1 711111222 222222222 232
3709122                           2 242
3710121                           12211
3801122                           2 132
38022                             13332
38032                             13242
3804122                           12332
3805122                           13212
38061112213   1 51111222222222222211332
3807121                           2 321
3808121                           2 231
38091121268 631 112111212 212122212 312
38101112263   1 711122222 222222222 352
```

TABLE 18 (Continued)

```
4001122                           2 632
4002122                           2 521
4003122                           2 531
400411122632  1 211111122 2222222211212
40052                             13511
4006121                           2 222
4007112121   51 222112222 2222222212322
40081111225   1 51111111152222222213222
40091112215 3 7 411111122 212222222 512
4010121                           2 241
4301122                           2 341
4302122                           2 642
4303112123  7 6 112222122 222222222 741
43042                             12752
430511122732  1 711111222 222222222 312
4306122                           2 652
43071112266   6 311111212 222222222 312
4308122                           2 532
43092                             2 741
43102                             2 751
4401122                           2 311
4402122                           2 341
4403122                           2 222
4404122                           2 141
4405121                           2 311
4406121                           2 242
4407122                           2 141
4408122                           2 121
4409122                           2 252
4410122                           12611
4801121                           2 232
4802121                           2 241
4803122                           2 231
4804122                           11342
4805122                           2 322
48061112216   1 61111112162122222222 322
48072                             2 652
48082                             2 622
4809122                           2 651
4810122                           2 542
4901122                           11442
49021112215   1 711111222 222222222 242
4903121                           2 551
4904122                           2 232
4905122                           2 231
4906121                           2 252
4907122                           2 342
49081121216   5 11111111152122222211322
4909121                           2 141
4910121                           2 232
```

TABLE 18 (Continued)

```
5001122                           2 341
50022                             13242
5003112121 4  6 211112222 221222222 241
5004122                           2 232
50052                             2 711
5006121                           13411
50071112218   32711121122 212222222 242
5008122                           2 241
5009121                           2 231
50101112243   1 721111122 222222222 441
5101112126  5 2 111111212 222222222 231
5102121                           12231
5103122                           2 331
5104121                           2 222
5105111221645 2 311111212 221222222 242
5106122                           2 141
51071121225   1 211111222 222222222 222
51081112213   1 511111122 222222222 512
5109122                           2 511
5110121                           2 342
5301121                           2 242
5302122                           11322
5303121                           2 721
5304122                           2 622
5305122                           2 512
5306122                           2 632
5307122                           2 622
5308122                           2 312
5309111222364 6 7111122111222222222 521
5310111221534 6 311111222 222222222 611
5401121                           2 542
5402121                           2 341
5403121                           2 641
54041112257 9 3 421111212 112222222 611
54051112213   1 311111122 222222222 242
5406122                           2 641
54072                             2 742
5408122                           2 242
5409122                           2 531
54101112232   6 512112212 212222222 312
5501121                           2 541
55021112263 556 7111112111222222222 432
55031122753   1 712112222 222222222 211
5504122                           2 341
5505121                           2 541
5506122                           2 641
55071121247   1 3211112211122222222 631
5508122                           2 242
55091121219   1 211111122 222222222 532
5510122                           2 731
```

TABLE 18 (Continued)

```
5801122                           2 552
5802122                           2 632
5803121                           2 241
5804122                           2 341
5805122                           11312
5806122                           2 541
580711122531  1151111121122222222211311
5808122                           2 652
5809122                           2 642
58101112217   1 712111122 221222222 311
5901121                           11312
5902122                           12722
59031121219   1 712122222 222222222 211
5904122                           2 242
5905122                           2 632
5906122                           2 721
5907122                           2 221
59081112263   1 511111122 222222222 222
5909121                           2 132
59101112223   1 311121222 221222222 542
6101122                           2 542
61022                             2 751
6103122                           2 251
6104122                           2 632
61052                             2 752
6106122                           2 741
6107121                           2 641
6108122                           2 232
61091121267   4 411212222 222122222 312
6110121                           2 552
6201122                           2 511
62022                             2 642
6203111222.2  5 2222122211212222222 321
6204121                           2 222
62051112227  71 211111112 222222212 521
6206121                           12222
6207122                           2 221
6208122                           2 421
62091121263   1 111122222 222222222 541
6210122                           2 251
67011112224   1 111111212 222222222 732
67021121255   1 511111122 222222222 312
6703121                           2 532
6704122                           12222
6705122                           2 722
6706122                           2 222
6707122                           2 621
6708122                           2 232
6709122                           2 332
6710121                           2 652
```

TABLE 18 (Continued)

```
72011112216   2 511111122 221222222 442
72022                               2 241
7203122                             2 121
7204121                             11431
7205122                             2 521
7206121                             2 242
720711212234  1 2111112211222222222 241
7208121                             2 412
7209122                             2 341
7210121                             2 421
7401122                             2 632
7402122                             2 221
7403122                             2 241
7404121                             2 131
74052                               12542
7406121                             2 432
74071121267   1 7111112217222222222 241
7408121                             12231
74092                               2 641
7410122                             2 331
75012                               2 652
7502122                             2 522
7503122                             2 222
75041112223   1 711111222 222222222 521
75051112267   1 111111222 222222222 611
750611212662    111121212 221222222 522
750711122785  3 111111122 122222222 131
75082                               2 531
7509121                             2 222
7510122                             2 732
7601121                             2 532
7602122                             13222
76031112223   1 711111122 222222222 222
7604122                             13232
7605122                             2 322
7606122                             2 542
76071112229   1 311111212 222222222 422
76081112263   1 511111222 222222222 532
7609122                             2 222
7610121                             2 221
7801121                             2 532
7802121                             2 322
7803121                             2 311
7804122                             2 442
7805122                             2 232
7806122                             2 442
7807121                             2 332
7808122                             2 612
7809121                             2 222
78101112213   1 412121222 221222222 312
```